

UNBREAKABLE • CHARLIE'S ANGELS • MARCH MADNESS

MAD

WE SQUEEZE
MALCOLM
IN THE
MIDDLE!

UNITED STATES

#403 MARCH 2001 \$2.99 CHEAP!



www.madmag.com

PARADA

MAD

NUMBER 403

MARCH 2001

30



MAD

Editor's Note

Dear MAD Reader:

As you know, MAD has long been an innovator in the magazine industry and now, beginning with this very issue you hold in your hands, we offer two exciting new concepts that are sure to revolutionize the magazine business: color and advertising. That's right, for the first time in history, a major publication will offer both full-color editorial pages and advertisements from important international companies. We are sure it's only a matter of time before other publications will do what they've always done — follow our bold lead and offer their own color pages and advertisements. But you, dear reader, will be able to tell your friends that you saw MAD do it first!

Onward to a new era in publishing!
MAD-ly,

The Editors

KEY TO GO
BY P.C. VEY



"ME? I THOUGHT YOU KNEW HIM."

DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT:

Random Samplings of Reader Mail.....4

DYSFOXTIONAL FAMILY DEPARTMENT:

"Malcontent In The Muddle" (A MAD TV Satire)7

SERGE-IN GENERAL DEPARTMENT:

A MAD Look at Libraries.....13

MAIL DOMINANCE DEPARTMENT:

A Kid's Guide to Writing Letters18

JOKE AND DAGGER DEPARTMENT:

Spy Vs. Spy.....22

ANGSTER'S PARADISE DEPARTMENT:

Monroe &...The Special Delivery24

I FEEL YOUR VEIN DEPARTMENT:

A Bloody Mess.....30

SHYAMALAN-A-DING-DONG DEPARTMENT:

"Unbearable" (A MAD Movie Satire)31





MORE DEPARTMENTS

1996
Crayola Announces
New Crayon Color,
Trashy White, in
Honor of Paula Jones

218 B.C.
Hannibal Recrosses
The Alps Upon
Discovering He Left
His Wallet at the Hotel

1989
CIA Foils Plans of Chinese
Spies to Steal "The
Clapper" Technology

THIS MONTH IN HISTORY

MARCH						
SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1997
IRS Disallows
Dallas Cowboys
Player to Write
Off Cocaine
as a "Business
Deduction"

1992
Saddam Hussein Refuses to
Let Olympic Judges Inspect
Iraqi Ski Team's Stretch Pants

42



HOOPS! THEY DID IT AGAIN DEPARTMENT:

10 Sure Signs You're Suffering
From March Madness.....36

GRIEVING LAS VEGAS DEPARTMENT:

Mad's Celebrity Cause-of-Death
Betting Odds.....38

THE DEPTHS OF REPAIR DEPARTMENT:

Home Despot Sales Circular.....39

ANGIO-PLASTICMAN DEPARTMENT:

Dick Cheney Electrocardiograms
We'd Like to See.....40

TITLE WAVE DEPARTMENT:

2000: The Year in Film42

CLOTHES MINDED DEPARTMENT:

Other Fashion Names
That Are Actually Acronyms.....44

BERG'S-EYE VIEW DEPARTMENT:

The Lighter Side of.....45

CHICKS WITH KICKS DEPARTMENT:

"Cheesy Angles"
(Another MAD Movie Satire).....50

MARGINAL THINKING DEPARTMENT:

"Drawn Out Dramas"Various Places
by Sergio Aragones Around the Magazine

36



"Be wary of anyone
who gives you advice
that begins with,
'Be wary of...!'"

FRONT COVER ARTIST: ROBERTO PARADA





HOW TO REACH US
Please Address Correspondence
To: MAD, Dept. 403, 1700
Broadway, New York, New York
10019. MAD welcomes reader
submissions. Manuscripts will not
be returned or acknowledged,
however, unless they are accom-
panied by a self-addressed,
stamped envelope! MAD doesn't
read faxed submissions!

MORON MAIL — THE RETURN

I noticed that you have some guy named "Ed" whose job is to reply to reader mail in your letters department. I was thinking that since my name is also Ed, that I could someday apply for the position of responding to numbskull letters. Please let me know if this is possible.

Ed Paz, Greendale, WI

Eddie — In your numbskull letter, when you presume you could respond to numbskull letters just because your name is Ed, you were wrong. —Ed.

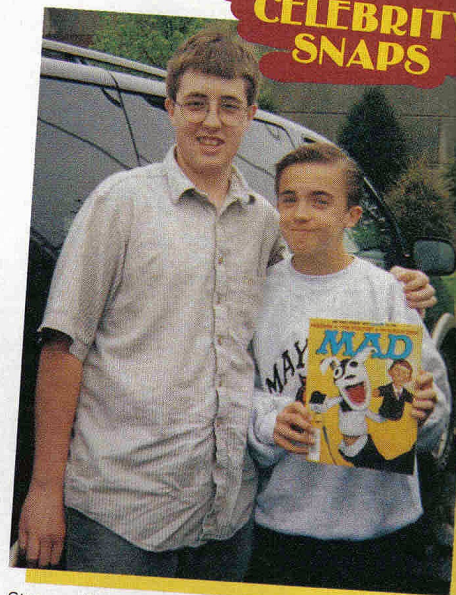
Make A Dumb Wish Foundation™

I have been a reader of MAD for about 2½ years and I have a dumb wish for *The Make A Dumb Wish Foundation*™. I wish that Antonio Prohias would make a "Spy Vs. Spy Vs. Spy" because I enjoy them.

Mark Hudson, Cedar Rapids, IA

Marcus — It's rare that we at *The Make A Dumb Wish Foundation*™ receive a letter as dumb as yours. Have Antonio Prohias create a "Spy Vs. Spy Vs. Spy"? As even a casual MAD reader would know, Antonio Prohias died two years ago (See Letters Page #371). He's dead, dead, dead and so for that matter is your dumb wish! Thanks for writing! —Ed.

MAD CELEBRITY SNAPS



Steven Kruskowski of Maynard, MA snags a three-year subscription with this celebrity snap of Frankie Muniz from the TV show *Malcolm In The Middle*, who coincidentally, is featured in yet another MAD TV Satire, "Malcontent in the Muddle" (how we keep coming up with these hilarious parody titles we'll never know) on page seven! Congrats Steve and sorry, Frankie!



PROSE AND CONVICTS

Just like to say I'd be lost without your magazine, passing those long locked-up nights. I don't know what I'd do. Maybe freak out and add another charge. Which is not right anyway, 'cause I didn't do it! You understand? Huh? O.K., I'm calm now.

Marco Miles, Boulder County Jail
Boulder, CO

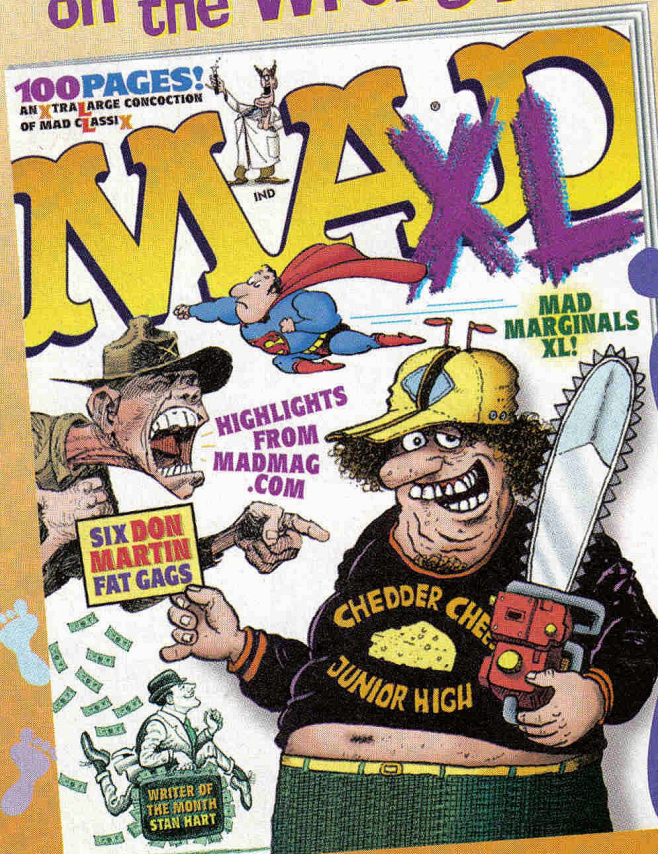
P.S. Could you send me a free subscription?

Marco Polo — Thanks for writing. Your letter once again validates our sales force's number one slogan "MAD: It's a Great Prison Read." Unfortunately, we can't send you a free subscription. We are, however, sending you a grapefruit spoon in a Hostess Twinkie. Start now and freedom could be yours as early as 2037. See ya on the outside! — Ed.

P.S. Give our best to Captain Hank!

Start the New Year off
on the Wrong Foot

Get This
Magazine!



On Sale Wherever Stupid
Magazines Are Sold!

To Subscribe
to MAD XL &
Color Classics
call
1-800-234-1285

FAX MAD AT
(212) 506-4848!

MAD #404
ON SALE MARCH 20!
MAD COLOR CLASSICS #3
ON SALE MARCH 20!

ATTENTION
SUBSCRIBERS
For all subscription-
related matters (including
change of address) in the
U.S. and Canada, please call
1-800-4 MAD MAG or write
P.O. BOX 52345, Boulder,
CO 80322-2345! Please DO
NOT phone, write, fax or E-
mail our New York office —
we're too dumb to help
you there!



VISIT THE MAD WEB SITE!
<http://www.madmag.com>



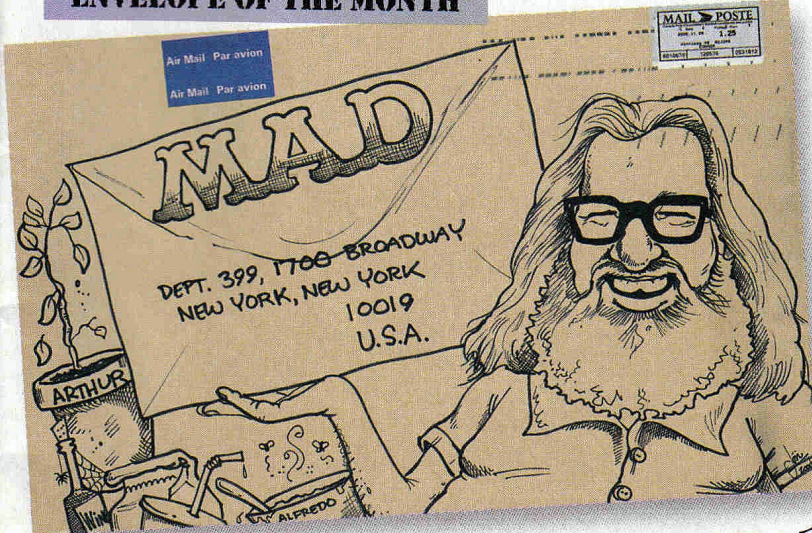
MADMAG.COMPLIMENTS

You guys have been with me for most of my life. I started reading MAD when I was seven. My parents recognized at an early age that I had a weird sense of humor. In fact, whenever I was sick as a child, along with chicken soup came the latest issue of MAD. They knew it would make me feel better. Humor is the greatest healer. That was 1974. Although I should have subscribed, I never have. But I still regularly buy each new issue as they come out. To this day, 26 years later, if my parents know I'm ill, they will make a special trip just to bring me the latest issue. It's a thirty-mile drive for them (okay, so they're checking up on me, too) but they always bring the "Usual Gang of Idiots" with them. You guys (and girls) have helped me through some hard times and you've always made the good times better. I just want to thank all of you crazy people who make life a lot more tolerable.

Sam Price, Gainesville, FL

The Price is Right — Thanks for your wonderful and heartwarming letter. Now get out your credit card and dial 1-800-4-MADMAG and subscribe already so your parents don't have to drive for hours just to take care of their sick little babesy-wabesy and make sure their pumpkinhead has the latest issue! Again, thanks for your kind letter. —Ed.

ENVELOPE OF THE MONTH



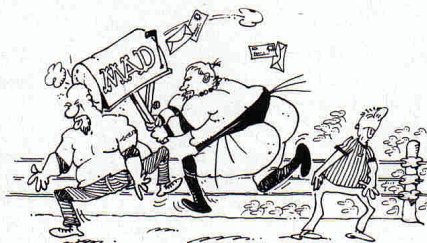
Jon Ljungberg of Winnipeg, Canada sends us this issue's Envelope of the Month featuring MAD founder William M. Gaines, who, unfortunately, like Antonio Prohias, is dead, dead dead. Thanks for depressing the hell out of us, Jon!

PEOPLE, PEOPLE WHO NEEDLE PEOPLE...

Is Barry Liebmann from Canada, perhaps a relative of Celine Dion? The reason I ask is his third point against George W. Bush ("The Case For/Against Gore/Bush" MAD #398), that "other politically ambitious governors will fry as many criminals in the electric chair as George W. did..." Texans haven't used Ol' Sparky since Hector was a pup. Texas uses lethal injection to dispose of its Death Row guests. George W. never fried anyone, although many deserved it. You can quit worrying about your power grids. Millions of readers will probably be misled by Barry's groundless fearmongering.

William Cowper Brann, Waco, TX

Wild Bill — Thanks for your wonderfully attuned letter. In answer to your question, yes, Barry Liebmann is from Canada and may have once shared an escalator with Celine Dion. As to your point about Ol' Sparky vs. Lethal Injection, about halfway through your ranting, rambling letter we would have welcomed either! See ya on The Green Mile! By the way, who the @#\$!% is Hector??? —Ed.



MAD

William M. Gaines
founder

Jenette Kahn
president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

Editorial:

Charlie Kadam & Joe Raiola
senior editors

David Shayne associate editor

Amy Vozeolas assistant editor

Dick DeBartolo creative consultant

Dorothy Crouch vp-licensed
publishing and associate publisher

Art Department:

Sam Viviano art director

Nadina Simon associate art director

Leonard Brenner graphics consultant

Marla Wyche production artist

Circulation:

Tracy Bowen manager-newsstand sales

Administration:

Patrick Caldon vp-finance & operations

Allison Gill exec. director - manufacturing

Lillian Laserson vp & general counsel

Contributing Artists And Writers

the usual gang of idiots

MAD (ISSN 0024 9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 2001 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 59345 Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.



Somehow those nutheads at Fox TV got the idea that dysfunctional equals funny. "Imagine how hilarious it will be," they said, "if we get dysfunctional parents and some dysfunctional kids and have them surround a whiny semi-normal kid who won't shut up. It will be comedy gold!" Gold? Hmmm. We think it's just nonstop dribblings from a...

Malcontent in the Muddle

ARTIST: TOM RICHMOND

WRITER: DESMOND DEVLIN

In real life, when a kid starts talking to somebody who's invisible, they jack up his dosage of Ritalin! On Fox, they gave me my own show! My job is to keep the ratings cruising along, from *Futurama* to *King of the Hill* to *The Simpsons*, but it's going to be tough! The people on this show aren't nearly as realistic!

Over there screaming at my family is my mom. Mom! She's overbearing, brash, has poofy hair and a white-trash attitude! But don't get me wrong, she prays every day! Mostly, she prays that nobody will remember Peggy Bundy from *Married...With Children*!

There goes my dad, Dad! He provides us with something important that our family would otherwise lack: a mother figure!

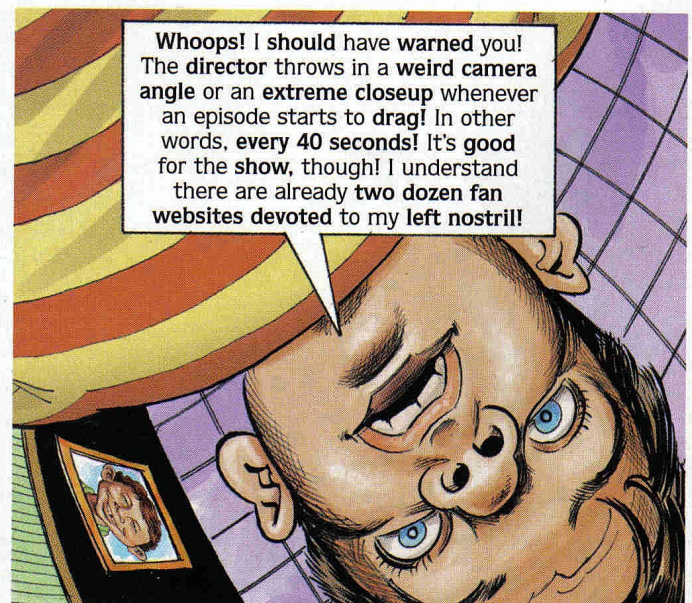
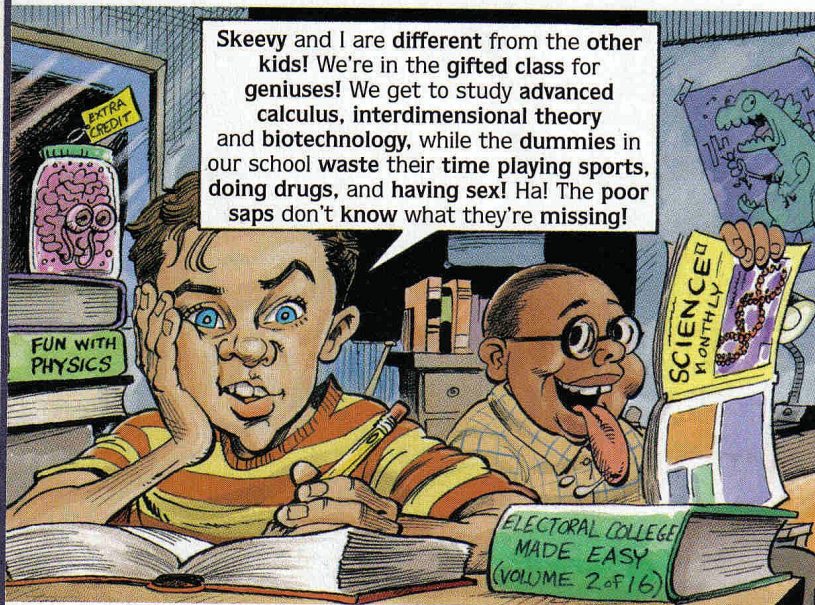
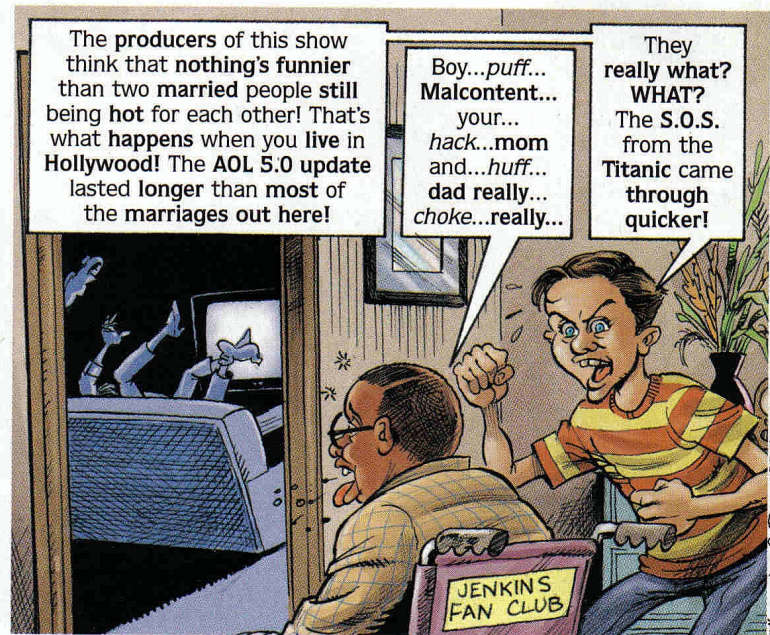
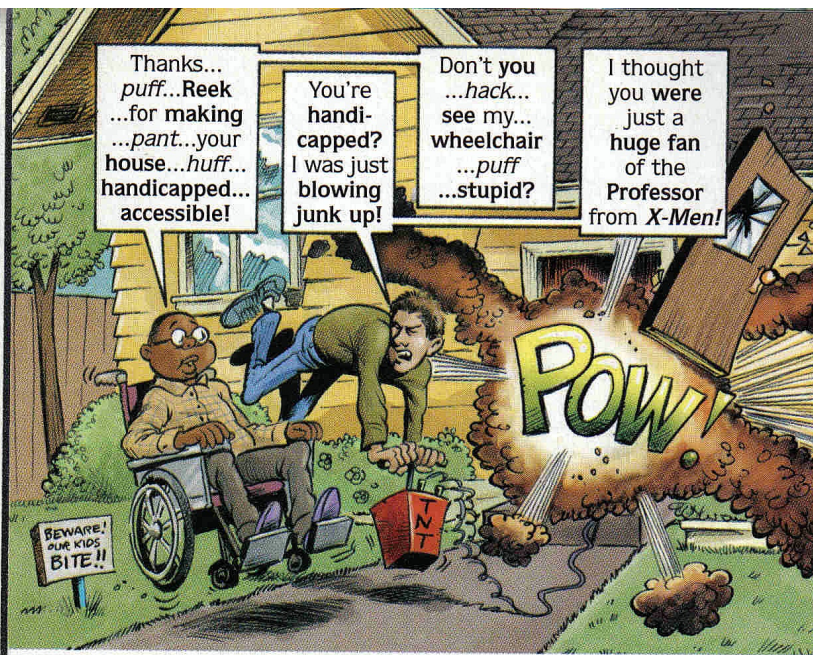
The only one in my family I look up to is my big brother, Frantic! Unfortunately, mom and dad sent him away to military school, so he sleeps in a room with 30 men! During hazing week, they stripped off his clothes, shaved off all his body hair and shoved stuff up his butt! My parents are hoping military school will make a man of him!

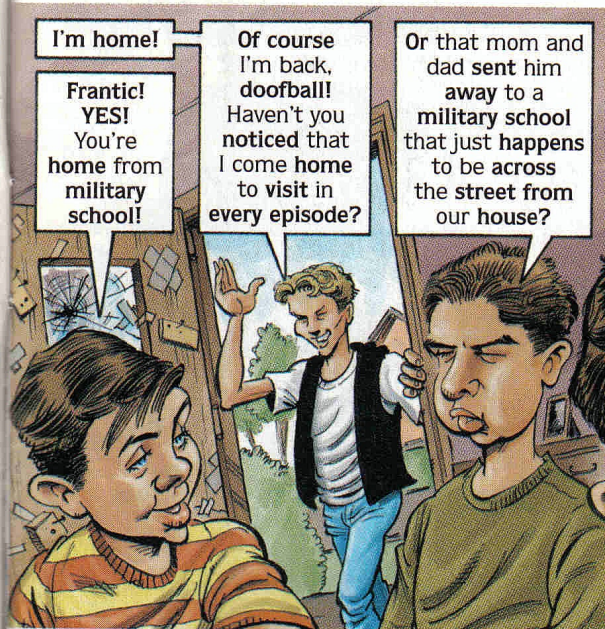
That's Gooley, the adorable little kid! He has trouble keeping up! You'll notice that we rarely feed him more than one sentence to say! Even then, it's a real struggle coaching Gooley to say the words as if he understands them! I'm not complaining, though! It's the same problem George W. Bush's handlers have to deal with every single day!

Reek is the #2 brother, if you know what I mean! He's not as smart as me! He's not as cute as Gooley! He's not as sociopathic as Frantic! He's nothing but a twisted second-place loser! If those people who make TV shows about bitter former child actors have any foresight, they'll sign Reek to an exclusive contract today!

Coming over to visit is my friend Skeevy! He was the second person Fox TV signed under its "Hire the Handicapped" program! The first was Keith Olbermann!







I'm home!

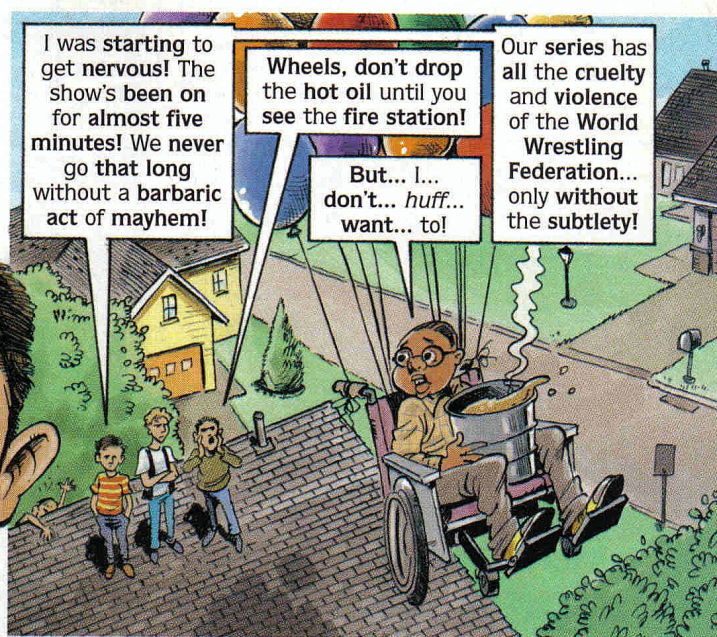
Frantic!
YES!
You're
home from
military
school!

Of course
I'm back,
doofball!
Haven't you
noticed that
I come home
to visit in
every episode?

Or that mom and
dad sent him
away to a
military school
that just happens
to be across
the street from
our house?



I didn't notice any
of that! When I
spend 90% of the
time staring into
the camera talking
to you, I miss a lot
of what goes on
around here!

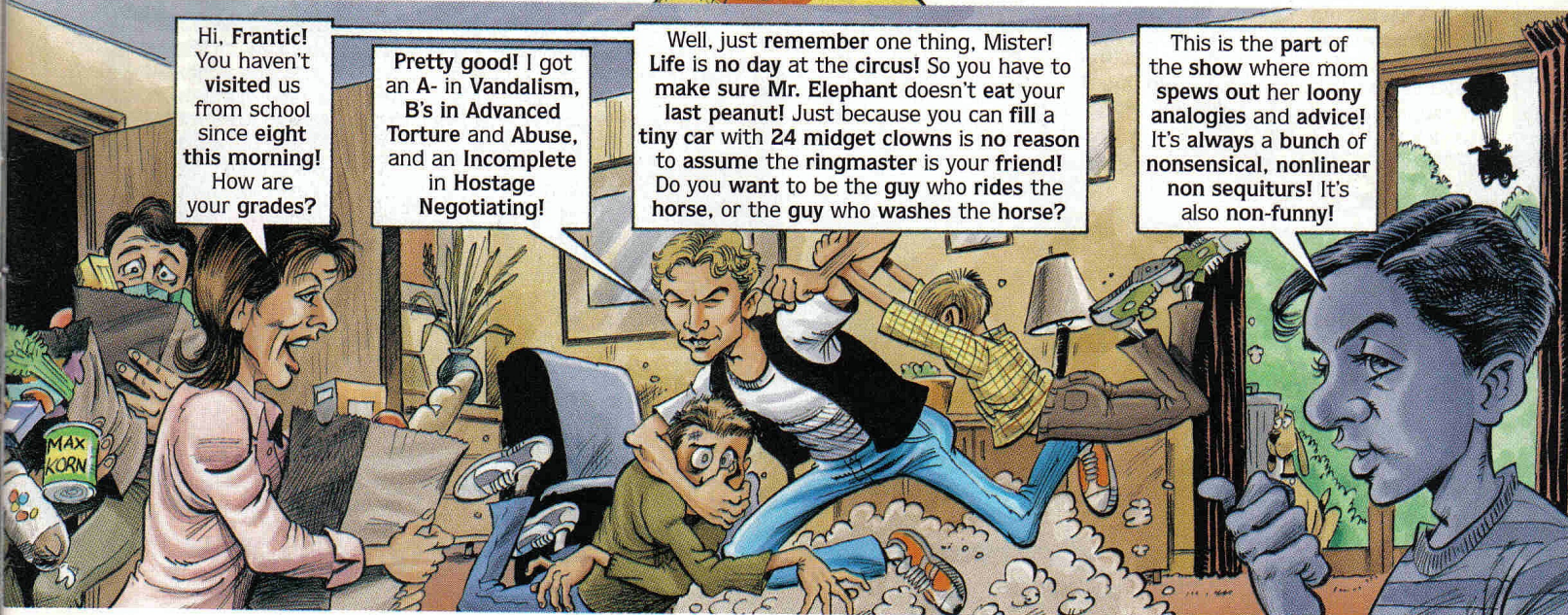


I was starting to
get nervous! The
show's been on
for almost five
minutes! We never
go that long
without a barbaric
act of mayhem!

Wheels, don't drop
the hot oil until you
see the fire station!

But... I...
don't... huff...
want... to!

Our series has
all the cruelty
and violence
of the World
Wrestling
Federation...
only without
the subtlety!

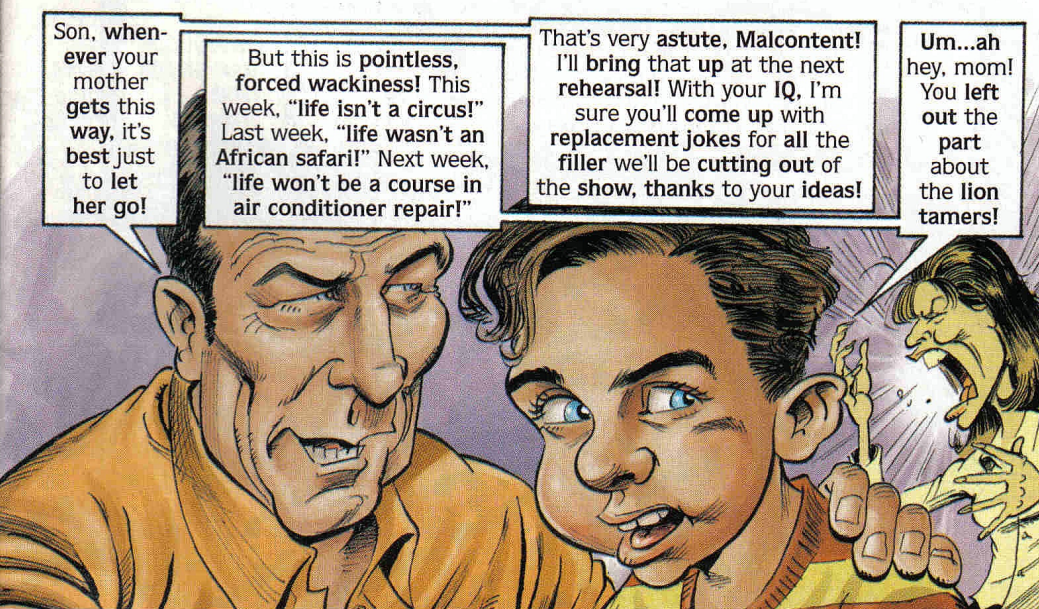


Hi, Frantic!
You haven't
visited us
from school
since eight
this morning!
How are
your grades?

Pretty good! I got
an A- in Vandalism,
B's in Advanced
Torture and Abuse,
and an Incomplete
in Hostage
Negotiating!

Well, just remember one thing, Mister!
Life is no day at the circus! So you have to
make sure Mr. Elephant doesn't eat your
last peanut! Just because you can fill a
tiny car with 24 midget clowns is no reason
to assume the ringmaster is your friend!
Do you want to be the guy who rides the
horse, or the guy who washes the horse?

This is the part of
the show where mom
spews out her loony
analogies and advice!
It's always a bunch of
nonsensical, nonlinear
non sequiturs! It's
also non-funny!

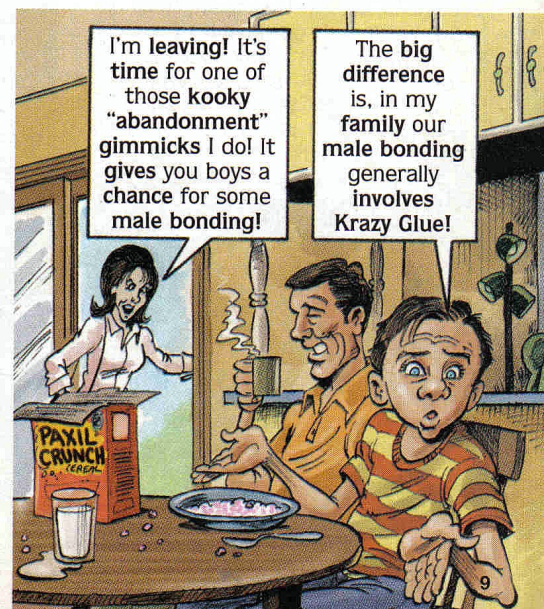


Son, when-
ever your
mother
gets this
way, it's
best just
to let
her go!

But this is pointless,
forced wackiness! This
week, "life isn't a circus!"
Last week, "life wasn't an
African safari!" Next week,
"life won't be a course in
air conditioner repair!"

That's very astute, Malcontent!
I'll bring that up at the next
rehearsal! With your IQ, I'm
sure you'll come up with
replacement jokes for all the
filler we'll be cutting out of
the show, thanks to your ideas!

Um...ah
hey, mom!
You left
out the
part
about
the lion
tamers!



I'm leaving! It's
time for one of
those kooky
"abandonment"
gimmicks I do! It
gives you boys a
chance for some
male bonding!

The big
difference
is, in my
family our
male bonding
generally
involves
Krazy Glue!



Yow!
We must be
doing **nothing**
again,
because the
camera angle
just went
dipsy-doodle!

That reminds me, son! We
got a call from a lady
complaining about the
irritating, super-stylized
way we look on TV! She
says we throw in these
crazy shots for no reason!

Yeah?
What
was
her
name?

Missy
Elliott!

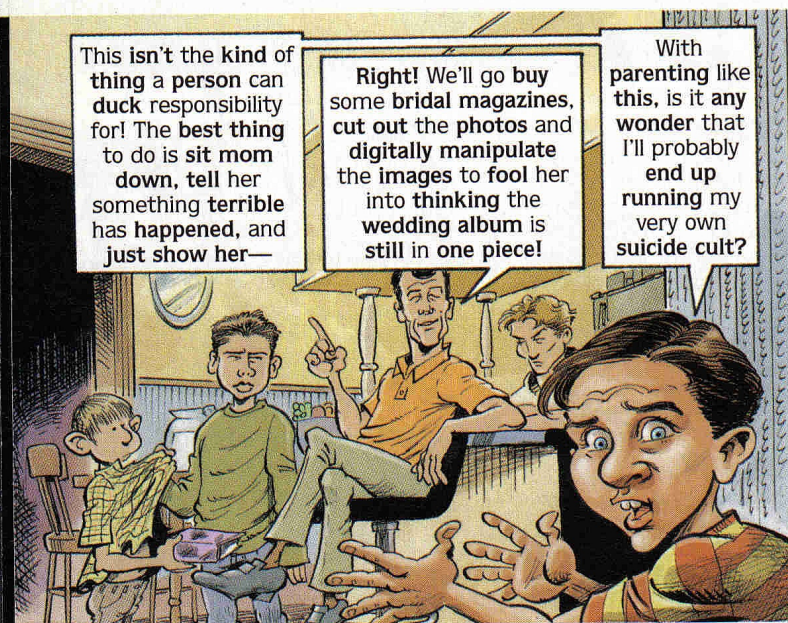


Hey dad,
Goovey just
roasted your
wedding
album in the
microwave!

Good work,
son! Excellent!

Aren't you
going to
punish him?

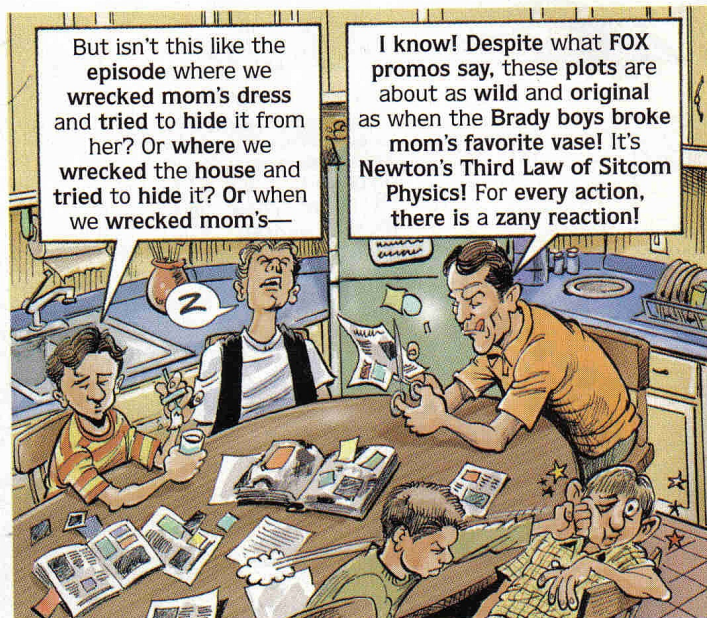
Hell no! If it weren't
for random acts of
destruction, we'd
never get a plot going
around here! Now,
we're in business!



This isn't the kind of
thing a person can
duck responsibility
for! The best thing
to do is sit mom
down, tell her
something **terrible**
has happened, and
just show her—

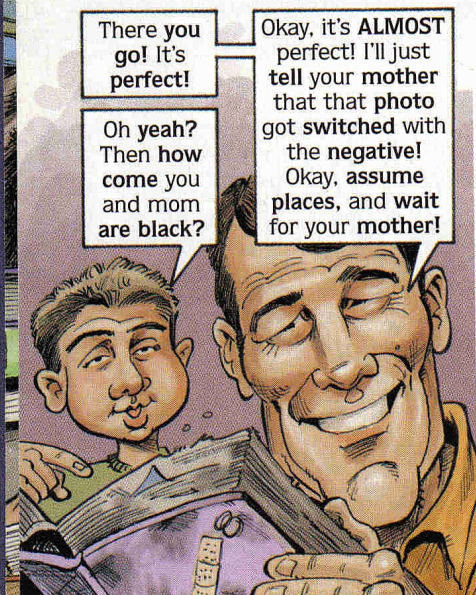
Right! We'll go buy
some bridal magazines,
cut out the photos and
digitally manipulate
the images to fool her
into thinking the
wedding album is
still in one piece!

With
parenting like
this, is it any
wonder that
I'll probably
end up
running my
very own
suicide cult?



But isn't this like the
episode where we
wrecked mom's dress
and tried to hide it from
her? Or where we
wrecked the house and
tried to hide it? Or when
we wrecked mom's—

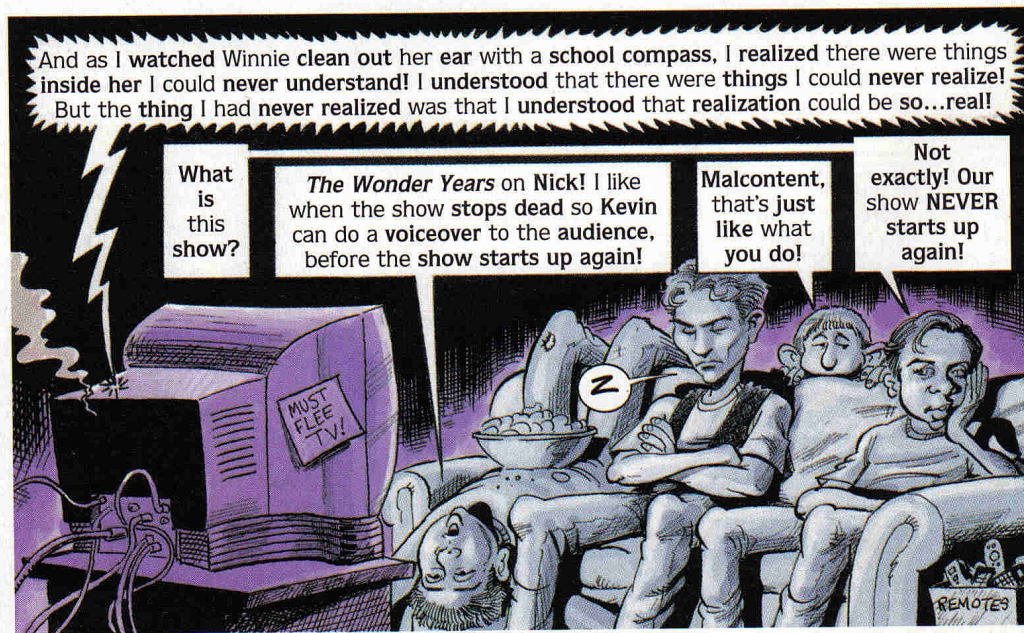
I know! Despite what FOX
promos say, these plots are
about as wild and original
as when the Brady boys broke
mom's favorite vase! It's
Newton's Third Law of Sitcom
Physics! For every action,
there is a zany reaction!



There you
go! It's
perfect!

Oh yeah?
Then how
come you
and mom
are black?

Okay, it's **ALMOST**
perfect! I'll just
tell your mother
that that photo
got switched with
the negative!
Okay, assume
places, and wait
for your mother!



And as I watched Winnie clean out her ear with a school compass, I realized there were things
inside her I could never understand! I understood that there were things I could never realize!
But the thing I had never realized was that I understood that realization could be so...real!

What
is
this
show?

The Wonder Years on Nick! I like
when the show stops dead so Kevin
can do a voiceover to the audience,
before the show starts up again!

Malcontent,
that's just
like what
you do!

Not
exactly! Our
show **NEVER**
starts up
again!



While we're waiting, let me help you with your math homework!

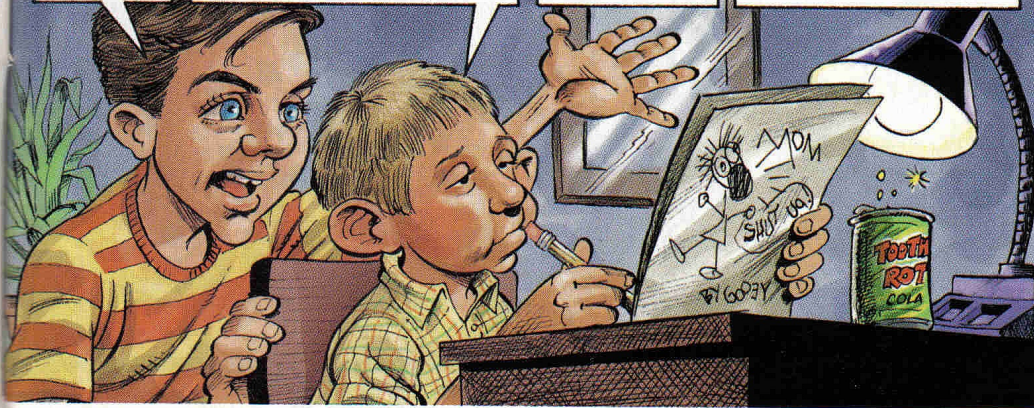
Four plus four is eight! But only six of the eight count! So we count it again, and this time it comes out twelve! Except we didn't get up to twelve until after 5 o'clock, so the answer is really seven!

Those numbers are completely absurd!

Then how come my math teacher gave me an A-minus?

Maybe she's grading on the curve...of the lumps in your head! Where is that incompetent teacher from?

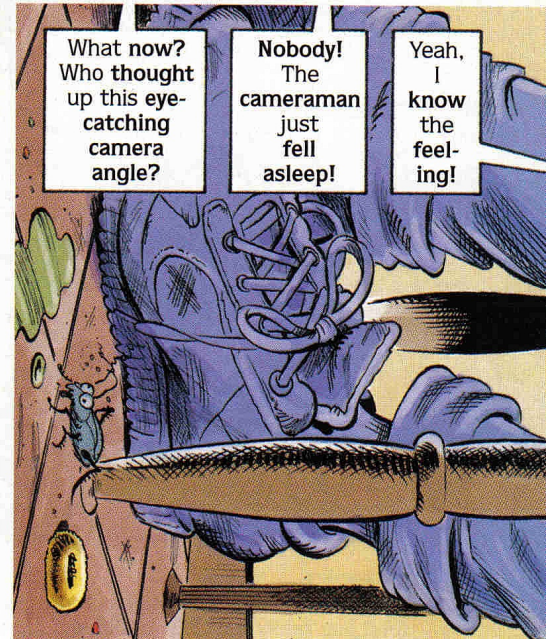
She was an election official in Florida!



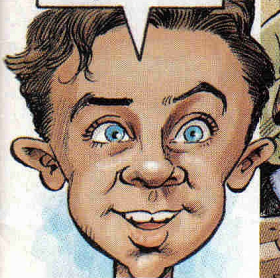
What now? Who thought up this eye-catching camera angle?

Nobody! The cameraman just fell asleep!

Yeah, I know the feeling!



Okay, enough dysfunctional interaction! It's time for Newton's Fourth Law of Sitcom Physics! The shortest distance between two plot points is the most implausible!

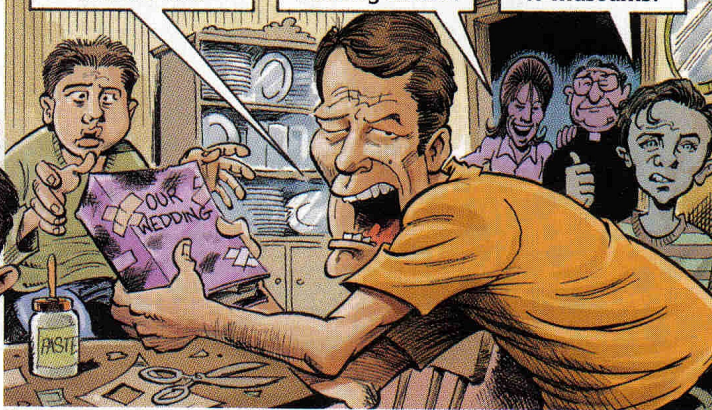


I'm home!

Quick! Put this back on the shelf! Hopefully, it'll be five years before she even bothers to...

Look who I've been reminiscing with! The minister who married us! And he wants to see the wedding album!

This is the kind of nutty coincidence you only get on TV! Which is a very good argument for going to museums!



Hold it! Why is it so quiet in here?

Because we don't have a jarring laugh track like most ordinary, badly-written sitcoms do!

We also don't have as many LAUGHS like ordinary, badly-written sitcoms do either!



We have a quirk-o-meter!

What's a quirk-o-meter?

It measures the level of unusual behavior in our house! In lieu of actual comedy we just throw a load of weird stuff against the wall each week and hope that the audience thinks they've been entertained!

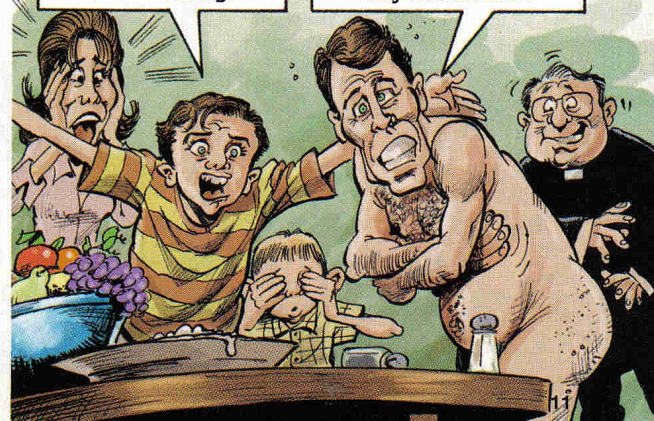
Kids, come look! It took me three years, but I filled up an empty mayonnaise jar with toenail clippings!

Careful, Dad! You just busted the quirk-o-meter into smithereens!



Dad, this is like the 30th gratuitous naked scene we've done this season! It's getting embarrassing!

You're embarrassed? How do you think I feel? It's so cold in here they have me blocked off by a tiny salt shaker!



This brings back so many images... so many weird images! I don't remember Gwyneth Paltrow being your best man!

Uh....

I also don't recall a B+ review of the new 'N Sync album being part of my wedding dress! Or a milk mustache on the caterer, supermodel Christy Turlington!

And I'm fairly certain that I did not conduct the ceremony in full Goth makeup!

Jerk! I told you not to cut those pictures out of *Entertainment Weekly*!

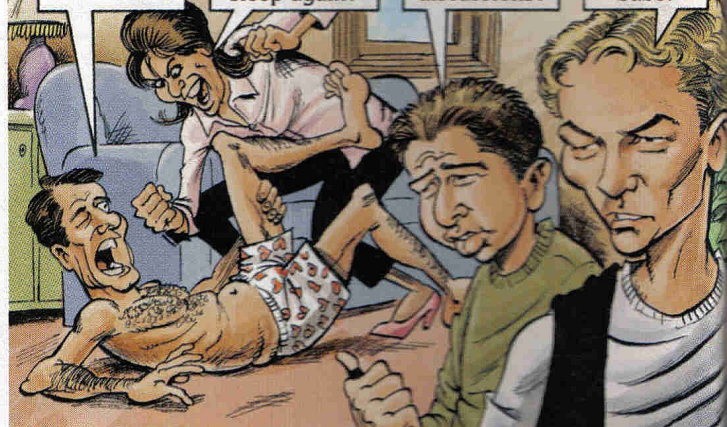
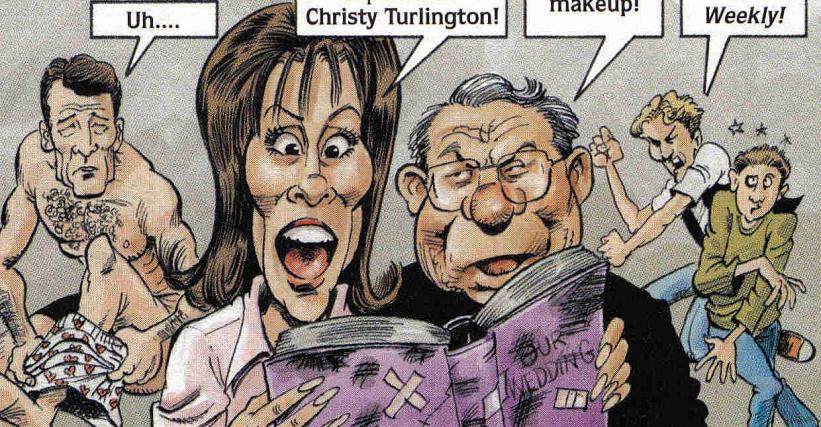
What's the story?

It's like this...GAAA! Hamstring pull! I'm down! Ahhh!

Nice try, Shaq! Now do I get the real story, or do I dye your hair blue in your sleep again?

What do you think about when mom and dad get into these kinds of discussions?

I just hope my court-appointed psychiatrist will be a hot babe!



Howl, you really hurt my feelings! You betrayed my trust! And there's only one mature way I know of for us to sensibly address these issues and come to a meeting of the minds as two adults!



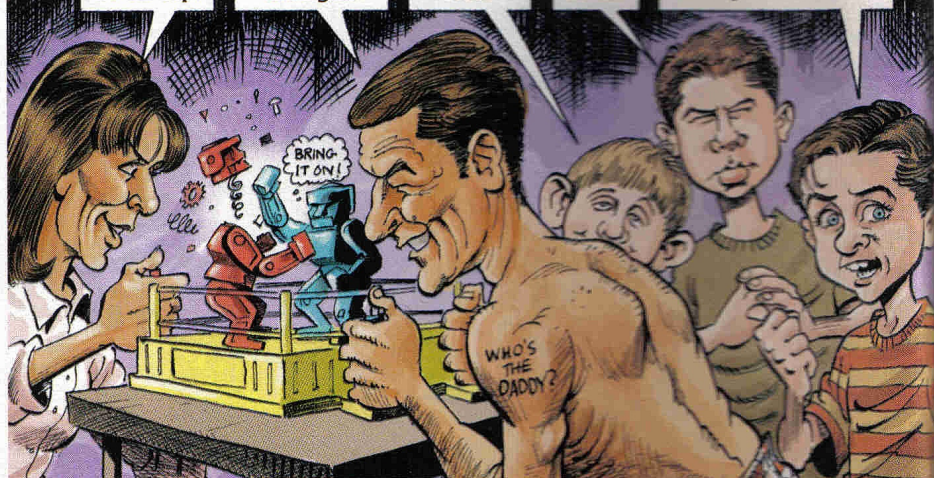
Rock 'Em Sock 'Em Robots! Best 2-out-of-3 gets to be on top!

The marriage that decapitates together cohabitates together! Yaarrghh!

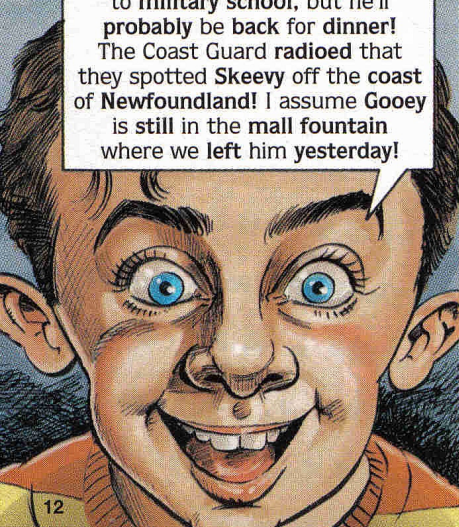
This is totally immature, and I'm just five years old!

You're right! This makes no sense at all!

It doesn't have to make sense! "Mannered peculiarity" + "pop culture reference" = "Emmy nomination"!



You might say that everything's back to abnormal around here! My brother Frantic went back to military school, but he'll probably be back for dinner! The Coast Guard radioed that they spotted Skeeve off the coast of Newfoundland! I assume Gooley is still in the mall fountain where we left him yesterday!



Unfortunately, that means that my boring life is pretty much the same, too! But I don't have to tell you about that! Do I? Who are you, anyway? How come you never answer me? All you do is stare, stare, stare! Your eyes! They burn! Get them off me! I'm covered with eyes!

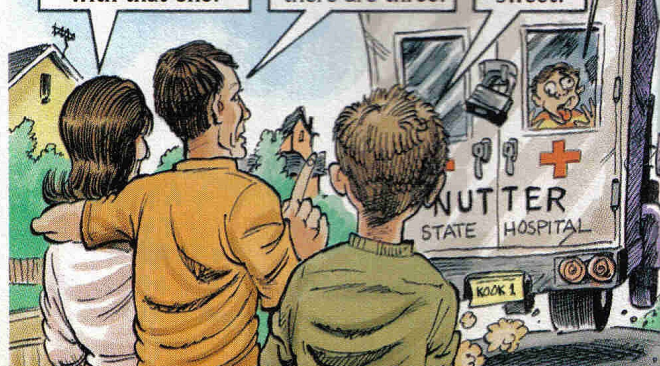


Say something, damn you! Acknowledge me! Who am I talking to? I'm so terribly alone! Nuh! Nuh! Nuh!

That's what I get for eating nothing but Funyuns and Jolt Cola the whole time I was pregnant with that one!

I knew the men would come to take that crackpot to the nuthouse someday! And now there are three!

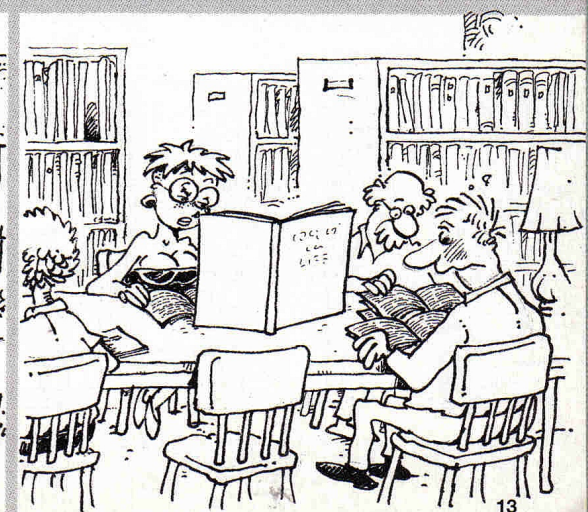
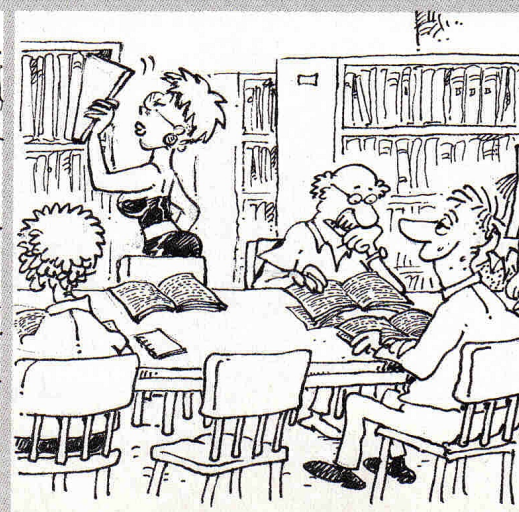
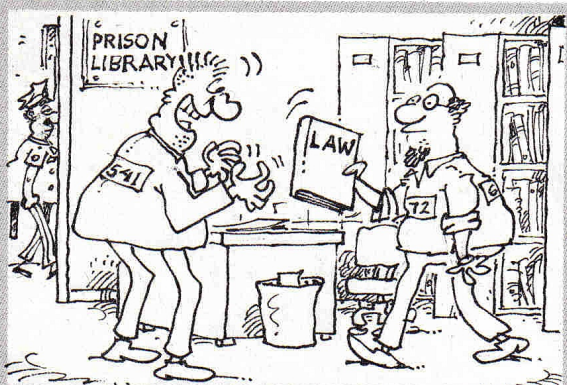
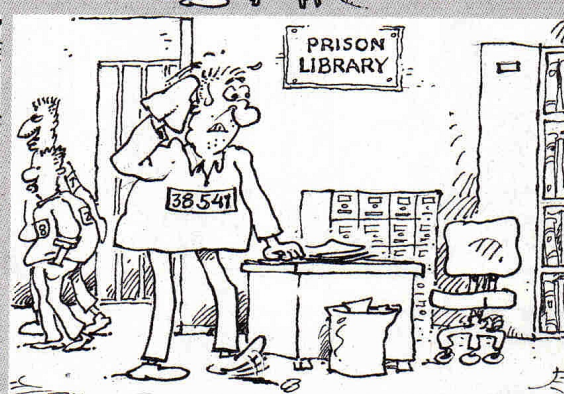
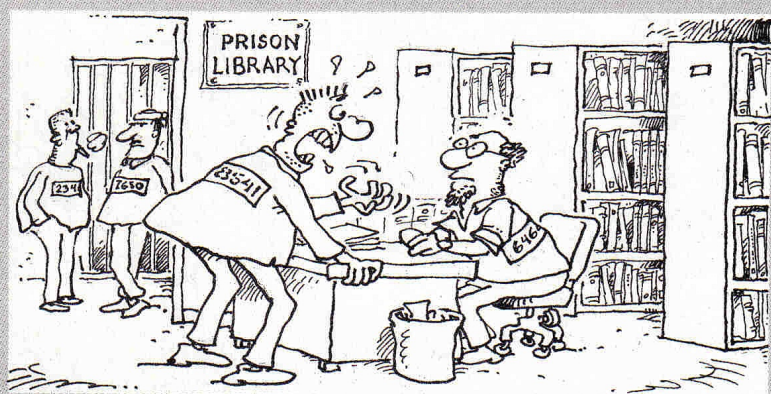
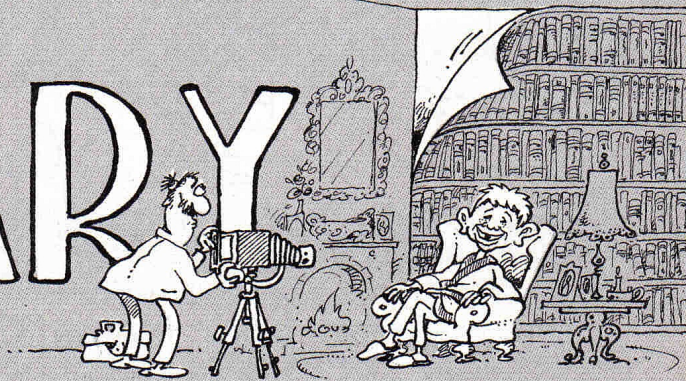
And "Reek in the Muddle" sounds awfully sweet!

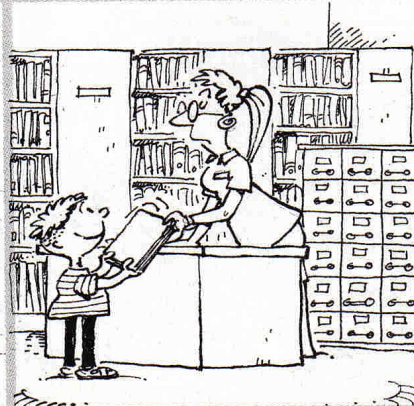
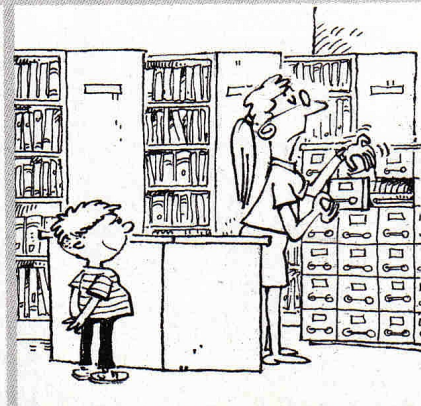
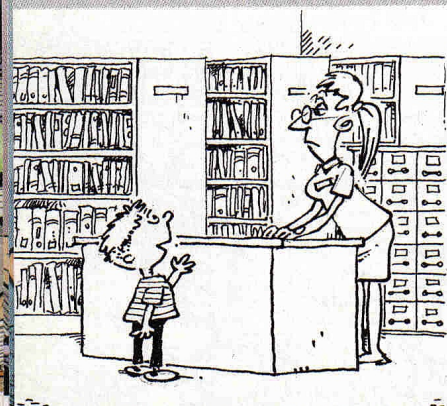
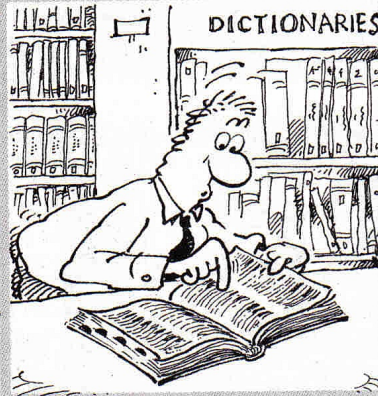
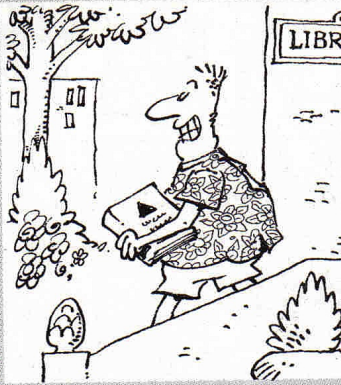
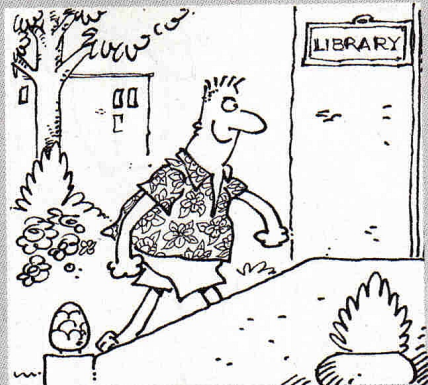
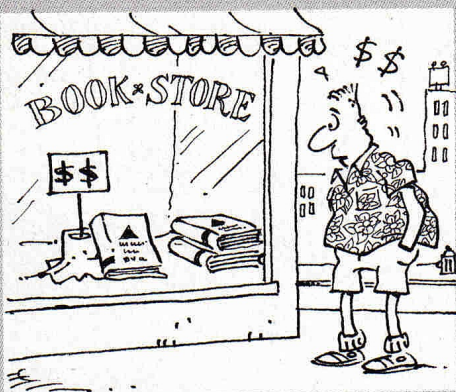


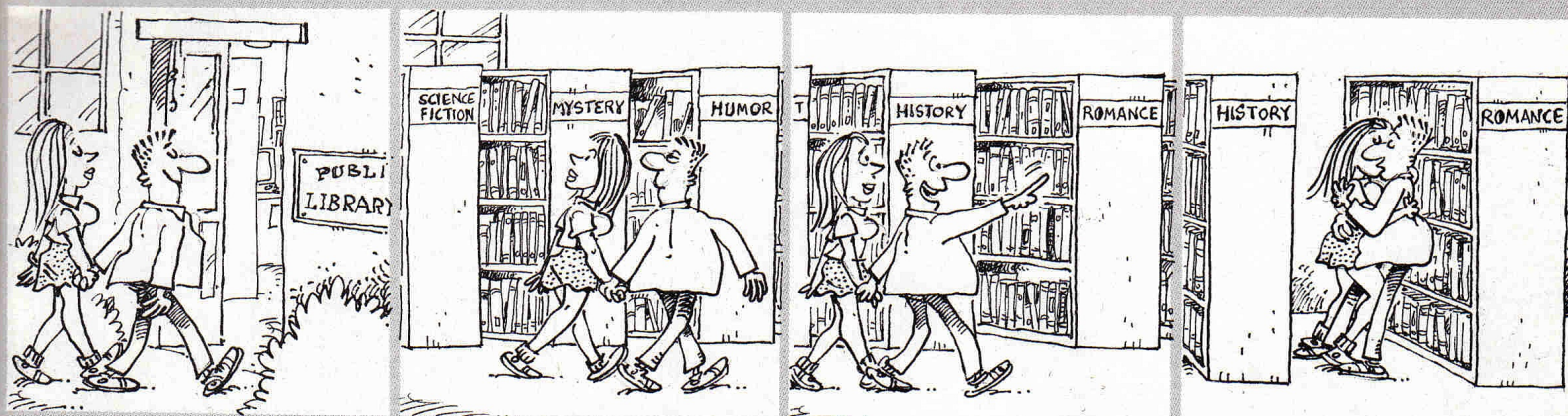
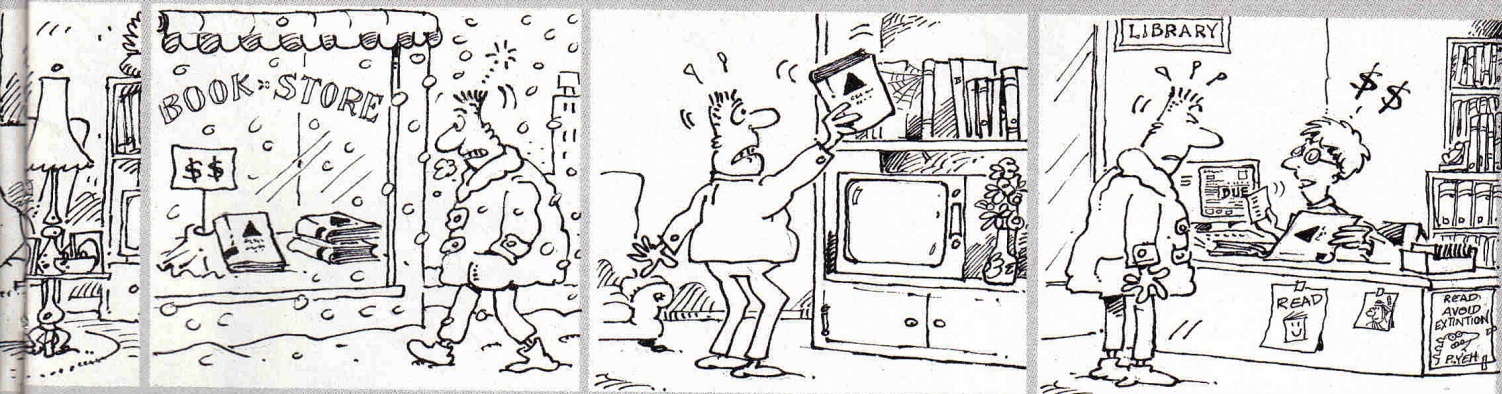


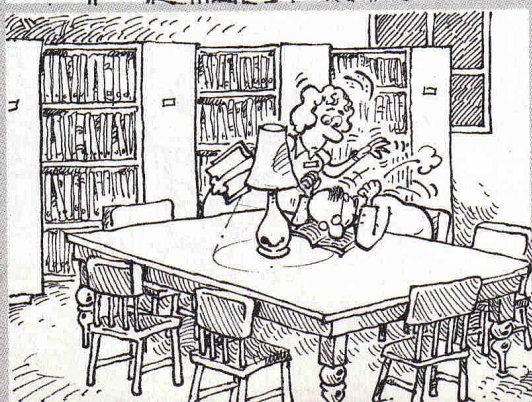
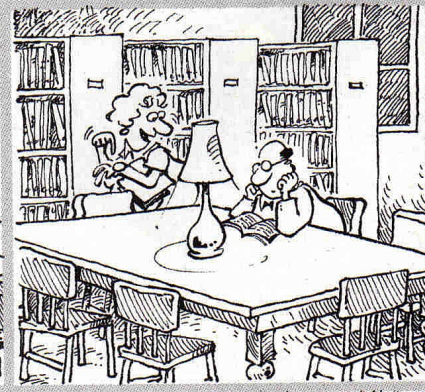
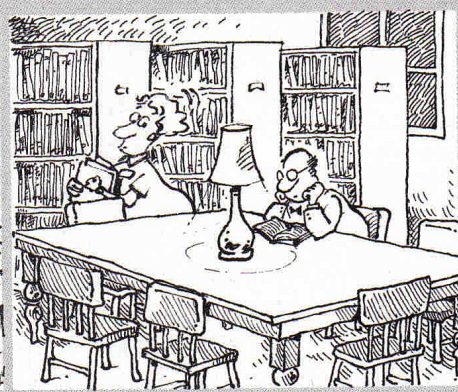
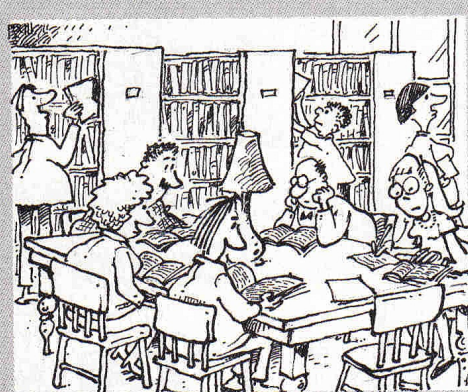
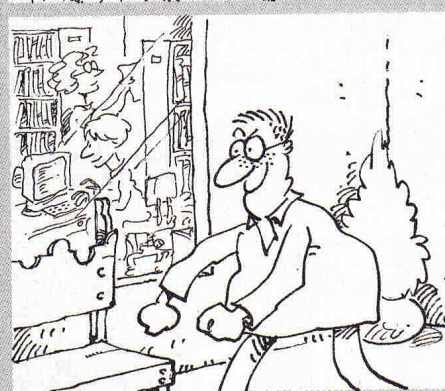
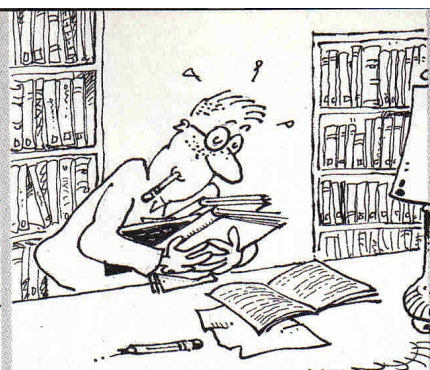
A MAD LOOK AT THE LIBRARY

ARTIST AND WRITER: SERGIO ARAGONES











MAIL DOMINANCE DEPT.

It seems no one has time to write a letter anymore. Communication has been reduced to a quick phone message, a brief fax, or a few numbers sent on a pager. A good old-fashioned letter has become a lost art! We at MAD want to put a halt to this disturbing trend because frequently the best way to get what you want is by crafting a manipulative missive. Our lofty goal is to pass on to America's youth the rewards that await them if only they correctly take pen in hand. Thus, therefore, and hence, we present to you...

A KID'S

THANK YOU LETTER TO GRANDMA

Make a wizened statement of fiscally sound policy.

Add future goals and plans to show you have direction.

Make small talk so it looks like you're not just writing a thank you letter because your mom made you.

Keep it on a first name basis. (Hint: add a "y" to the end of your name for "cute" effect.)

Dear Grandma,
Thank you for the money. I will put it in the bank. I will use it to buy a computer when I'm older. I had a test yesterday. I got an A. (Maybe it was because I wore the red sweater) 😊 Thanks again for the money!

Love, Jimmy



me



sparky our cat

State the letter's intention right up front.

Throw in a little brag to ensure that the money keeps rolling in.

Make extraneous reference to the sweater she gave you for Christmas to ensure more money next time.

Reiterate the first line to fill up more space.

Draw a primitive picture somewhere, anywhere, on the card (preferably of animals smiling or talking).

Note: Copy letter for all other birthday thank yous, adding only minor variations such as "Thank you very much!" "Thanks!" and "Thanx!"

PRODUCT MANUFACTURER LETTER

Let them get to know the real you. Key words to use: church, studying and helping the elderly.

Make them panic. Quick solutions and free skateboards will follow.

Dear Skate-co,
Hello, my name is John Peters. I bought a defective skateboard from your company last week. I was skateboarding to church on Sunday, as I usually do when I'm not studying for advanced placement classes or doing community service for the elderly, when suddenly the wheels locked and I was sent flying forward. A truck then rolled over my board. Luckily, my spine wasn't splintered in two like my board. My daddy says I should sue you for everything you're worth, but all I really want is a new skateboard.

I hope we can clear up this little "problem" as soon as possible.

John Peters

P.S. Did I mention my dad's a lawyer?

Don't be too specific. For example, don't mention your dad smashed it with the car because you left it in the driveway.

Be graphic about how close you came to catastrophic injury.

Show that you're willing to take care of this "out of court."

GUIDE TO WRITING LETTERS

SPORTS FAN LETTER

Dear Sammy Sosa,
I love watching you play. You're my favoritest
player. I liked you even before you won the
MVP award. I like to play baseball too, but
I broke my leg and haven't been able to play
this seesun. It would mean a lot while I sit
here bedridden, if you could sign the enclosed
baseball card.

Continually pile
on the flattery.

Work on pity.

Include innocent alias.

Don't let him know
you intend to trade
the autograph for the
Ken Griffey Jr. rookie
card you really want.

Your bestest fan,
Billy

P.S. I know you're busy so don't bother to
sign the card to me, just sign your name.

Purposely misspell a
word for comic relief.

Show you're
not just an
opportunist.



PARENTAL EXCUSE NOTE

Be direct, the sign of a
no-nonsense busy parent.

But don't make it sound so
bad as to alarm the teacher
who might call your parents
to discuss your illness.

Dear Mrs. Wilson,
My daughter will not be
in school today. She has
the highly contagious
bronchiolemingitis mom-
ophobia. But she should
be fine by tomorrow.

Mary Rastem

Note: Do not type!
It's too obvious and
blows your cover.

Make it sound
medically bad
and a health risk
to all students.

Important: Do not sign
your mom's last name
like you sign yours!

A KID'S GUIDE TO WRITING LETTERS

LETTER TO MOM AND DAD

Give only pertinent information: Don't mention that you haven't practiced piano for two years.

Be sly. Manipulation works best when you let them think that buying you the game is their idea.

Add one last guilt trip to guarantee the Playstation game.

Dear Mom and Dad,
Once again you missed my school concert. I would have liked to express my disappointment in person, but sadly, our communication channels have been reduced to intra-house memos. You know this lack of parental love will probably handicap my interpersonal communication skills later in life and I will end up living at home, alone and depressed.

Today, when my friend told me how his dad bought him the new Playstation game on sale for a limited time, I thought, wow, now there's a happy family.

Your unloved second son,
Alberto (in case you forgot my name already)

Fabricate some psychological damage with the threat to live at home for the rest of their lives.

Use a yellow Post-it note for drama.

LETTER TO AN EXPERT

Don't mention it's a fifth grade paper.

Make him feel recognized and famous.

To look more formal, include one middle initial more than the person you're writing to.

Dear Dr. Donald R. Petterson,
I am doing a research paper on gorillas. I am familiar with your work and was wondering, as a colleague, if you could shed some light on a few questions I have with my thesis. I've searched everywhere.

1. Where do gorillas live?
2. What do they (the gorillas) eat?
3. In 200 words or more, why are gorillas endangered?

Thank you for your help. If you ever have any questions with your research I would be happy to help.

Sincerely,
William D.L. Smith
Indiana State

Obscure your location to sound like an academic institution.

Note: Use e-mail so you can cut and paste the response right into your final homework paper.

Give him the impression that you've already done the research.

Illustrate your desire to mutually share information with a fellow academic.





SPY VS SPY

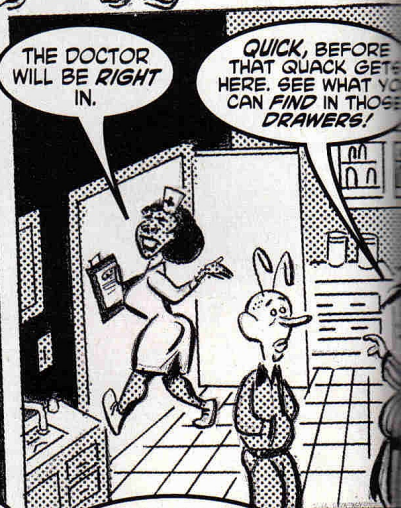
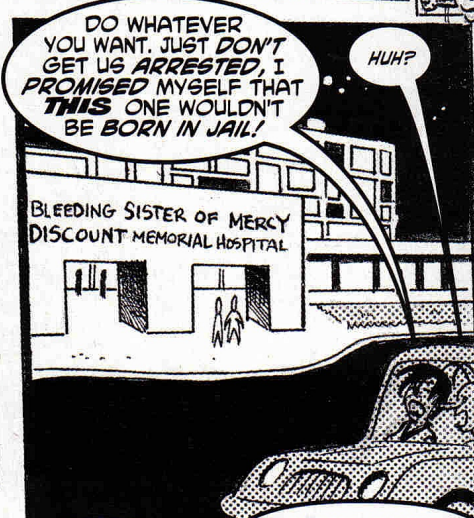
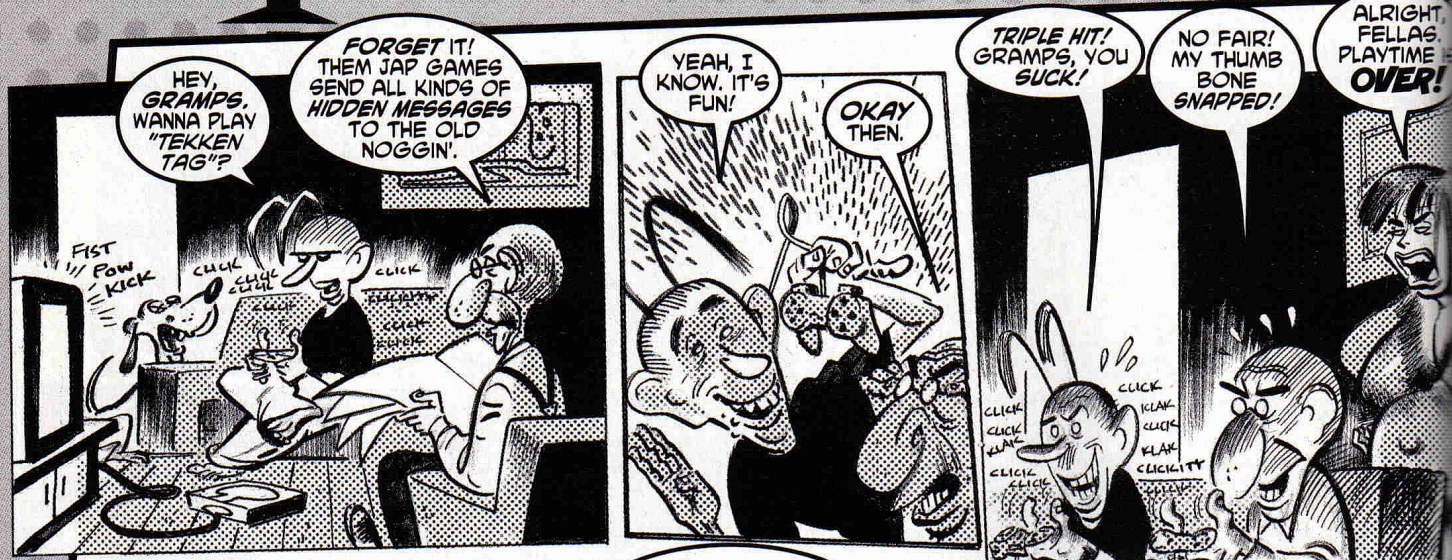






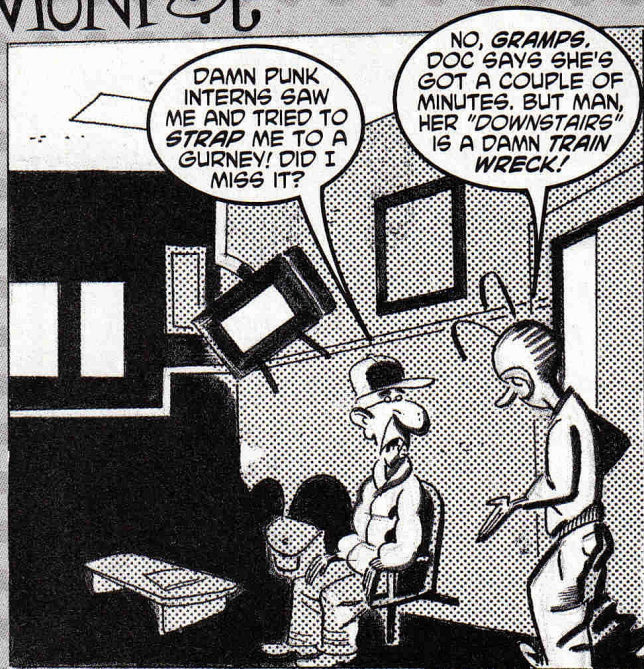
Ah, the sights,
sounds and smells
of childbirth.
Boil some water
and tear up
some sheets —
the big day
has arrived!

MONTY and.



THE SPECIAL DELIVERY



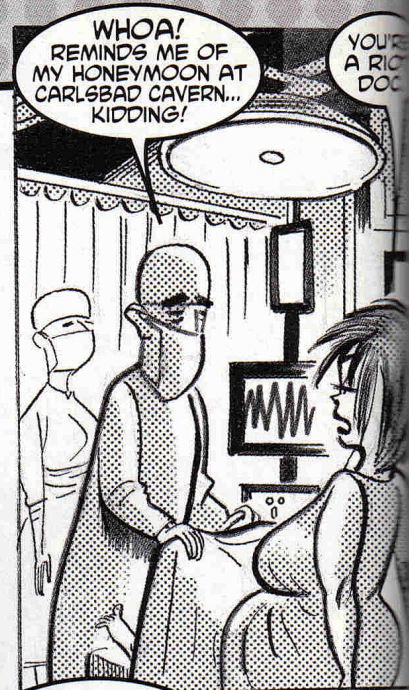


DAMN PUNK
INTERNS SAW
ME AND TRIED TO
STRAP ME TO A
GURNEY! DID I
MISS IT?

NO, GRAMPS.
DOC SAYS SHE'S
GOT A COUPLE OF
MINUTES, BUT MAN,
HER "DOWNSTAIRS"
IS A DAMN TRAIN
WRECK!

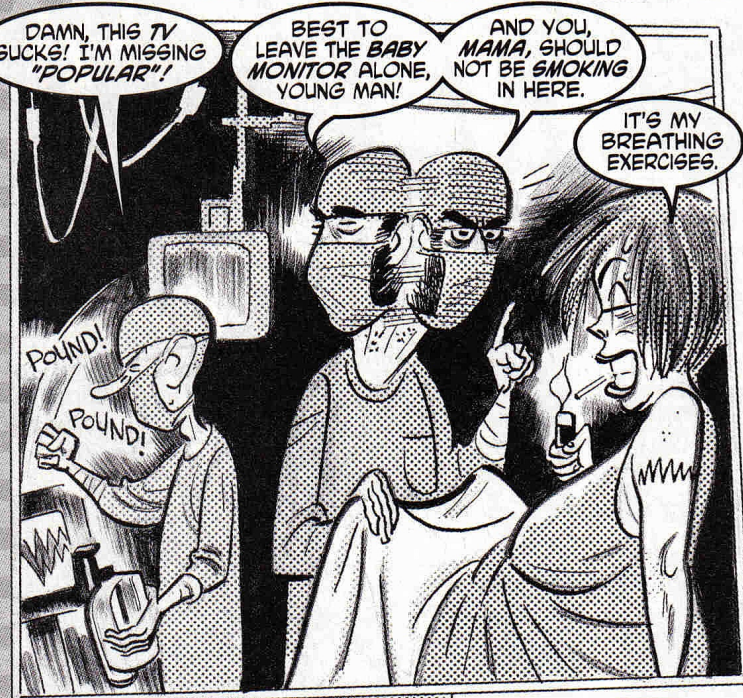


WELL, WHEN
YOU GO BACK IN
THERE, CHECK OUT
THEM *DRAWERS*.
SEE IF N' THEY
GOT ANY NEW
CATHETERS.



WHOA!
REMINDS ME OF
MY HONEYMOON AT
CARLSBAD CAVERN...
KIDDING!

YOU'RE
A RICH
DOC

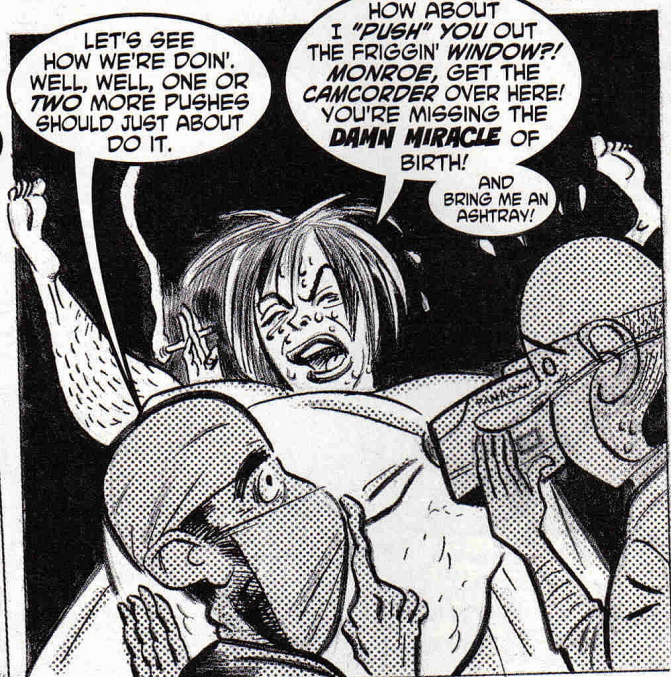


DAMN, THIS TV
SUCKS! I'M MISSING
"POPULAR"!

BEST TO
LEAVE THE BABY
MONITOR ALONE,
YOUNG MAN!

AND YOU,
MAMA, SHOULD
NOT BE SMOKING
IN HERE.

IT'S MY
BREATHING
EXERCISES.



LET'S SEE
HOW WE'RE DOIN'.
WELL, WELL, ONE OR
TWO MORE PUSHES
SHOULD JUST ABOUT
DO IT.

HOW ABOUT
I "PUSH" YOU OUT
THE FRIGGIN' WINDOW?!
MONROE, GET THE
CAMCORDER OVER HERE!
YOU'RE MISSING THE
DAMN MIRACLE OF
BIRTH!

AND
BRING ME AN
ASHTRAY!



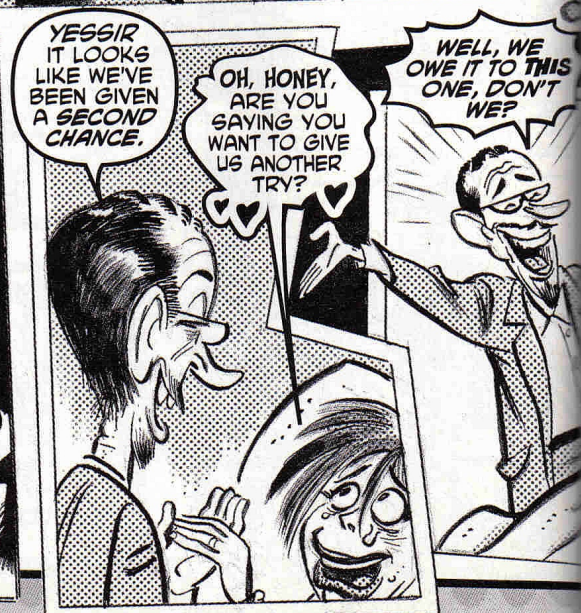
SAY, HE'S A
GOOD ONE! FINALLY
A SON I CAN BE
PROUD OF!

NOT
TOO
SHABBY,
HUH?



YOU DID ALL RIGHT,
HONEY. I GUESS THE DOC
DIDN'T DROP THIS ONE.

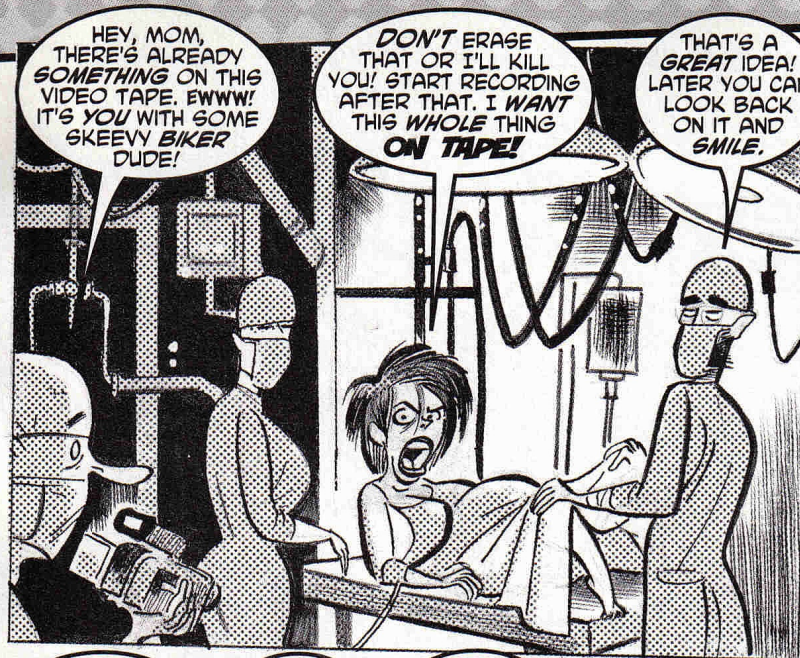
OR USE THE
FORCEPS ON
HIS SKULL.



YESSIR
IT LOOKS
LIKE WE'VE
BEEN GIVEN
A SECOND
CHANCE.

OH, HONEY,
ARE YOU
SAYING YOU
WANT TO GIVE
US ANOTHER
TRY?

WELL, WE
OWE IT TO THIS
ONE, DON'T
WE?



HEY, MOM, THERE'S ALREADY **SOMETHING** ON THIS VIDEO TAPE. EWWW! IT'S YOU WITH SOME **SKEEVEY BIKER DUDE!**

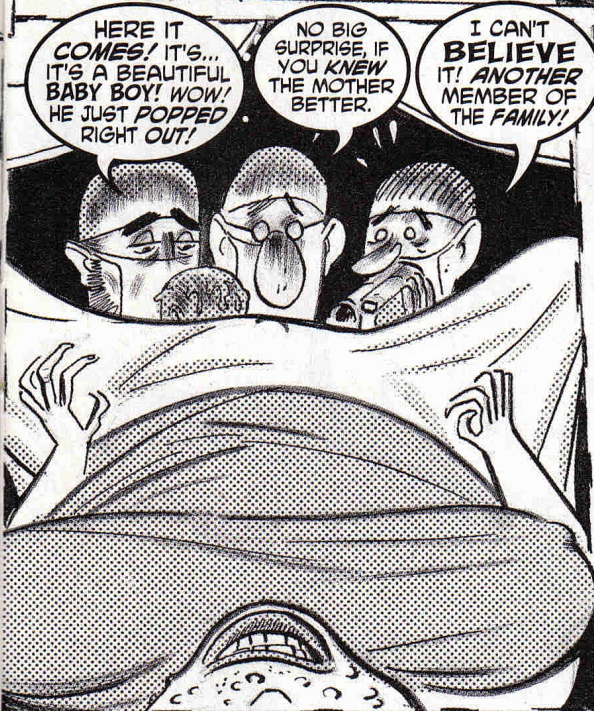
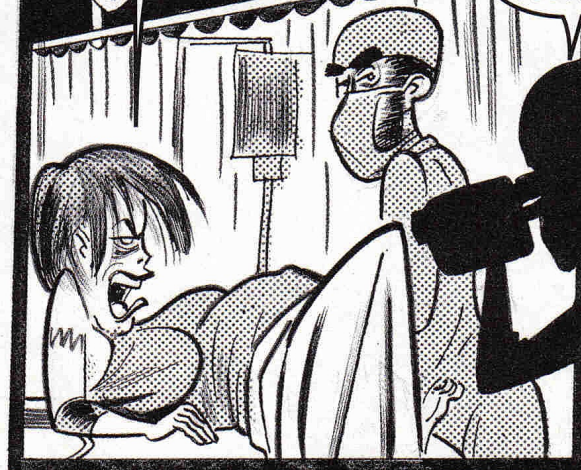
DON'T ERASE THAT OR I'LL KILL YOU! START RECORDING AFTER THAT. I WANT THIS WHOLE THING ON TAPE!

THAT'S A **GREAT IDEA!** LATER YOU CAN LOOK BACK ON IT AND **SMILE.**

FORGET SMILING! I WANT IT AS EVIDENCE. IF YOU DROP THIS ONE ON ITS HEAD, TOO, I'M SUING YOUR ASS!

OH, IS THAT WHAT HAPPENED TO **HIM?** THAT EXPLAINS A LOT.

HEY, I'M RIGHT HERE, PEOPLE!



HERE IT **COMES!** IT'S... IT'S A BEAUTIFUL **BABY BOY!** WOW! HE JUST **POPPED** RIGHT OUT!

NO BIG SURPRISE, IF YOU **KNEW** THE MOTHER BETTER.

I CAN'T **BELIEVE** IT! **ANOTHER** MEMBER OF THE **FAMILY!**

YEEAAH, AND THIS ONE IS PERFECT!

HEY, HE LOOKS JUST LIKE **ME!**

THAT'S 'CAUSE YOU'RE **STARING** AT HIS **ASS, EINSTEIN!**



DID I MISS IT? MY CAR BROKE DOWN OVER BY THE **DOG TRACK** AND, WELL, YOU KNOW HOW THE **STORY ENDS.**

HI, **DAD.** LOOK, MOM HAD A **BOY!**



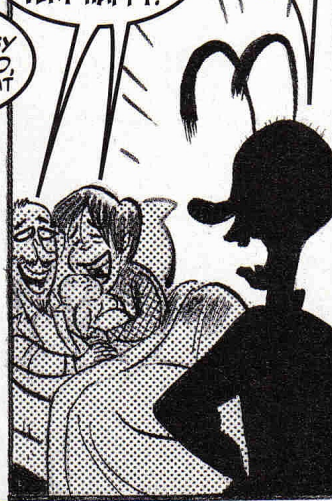
GET OVER HERE, YOU! THIS **HOSPITAL BED** IS **BIGGER** THAN IT LOOKS!

SLOW DOWN, YOU TWO. I THINK I'D BETTER STITCH YOU UP FIRST!

HEY, **DOC,** DON'T BE **STINGY** WITH THE **THREAD,** IF YOU KNOW WHAT I **MEAN!**

THE **THREE OF US** ARE GOING TO BE **VERY HAPPY!**

HEY, WHAT ABOUT **ME?**



YOU? WHY, YOU CAN **BUNK** WITH YOUR **GRAMPA...** THE **BABY** WILL NEED **YOUR ROOM!**

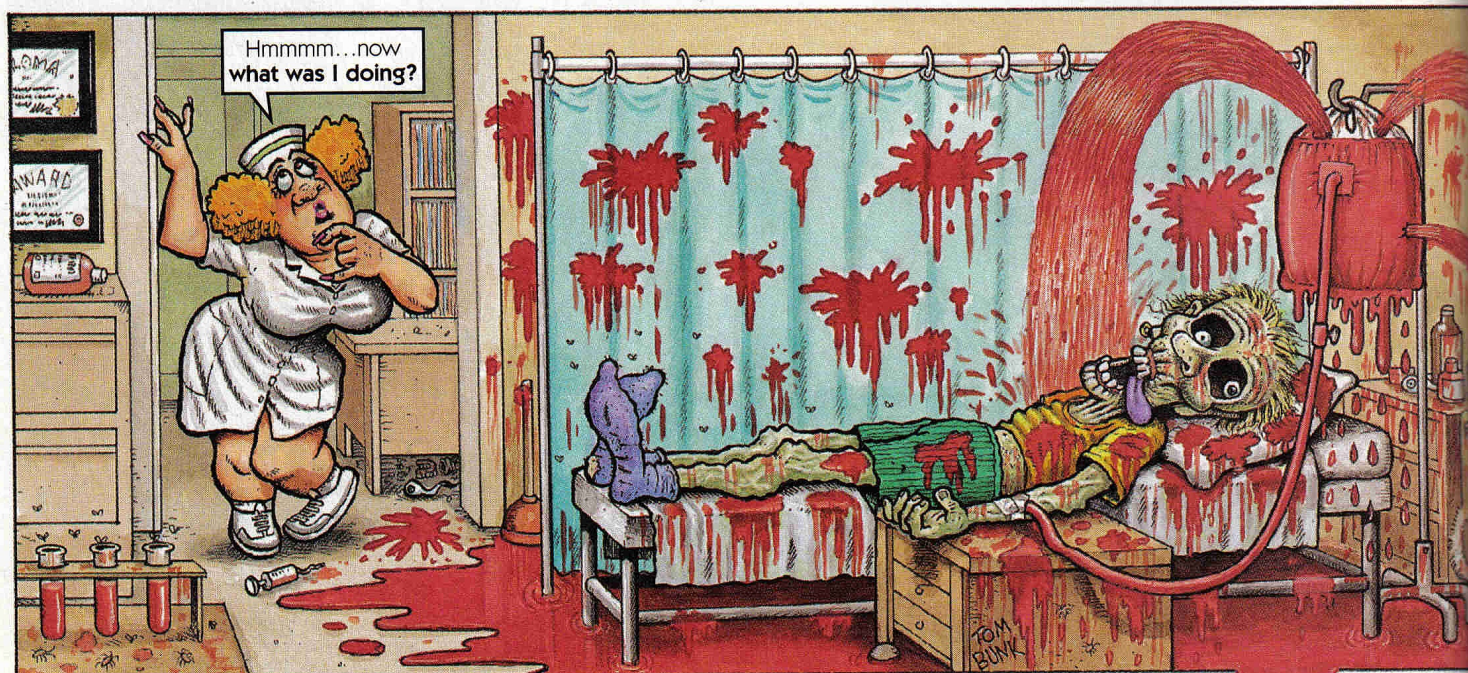
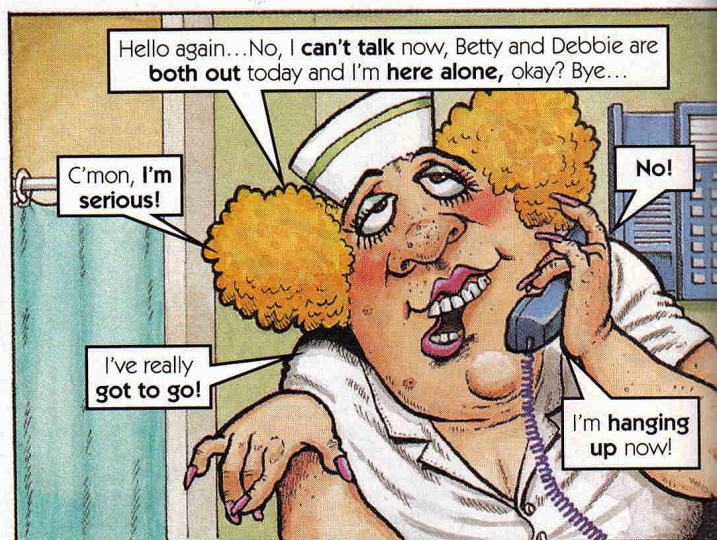
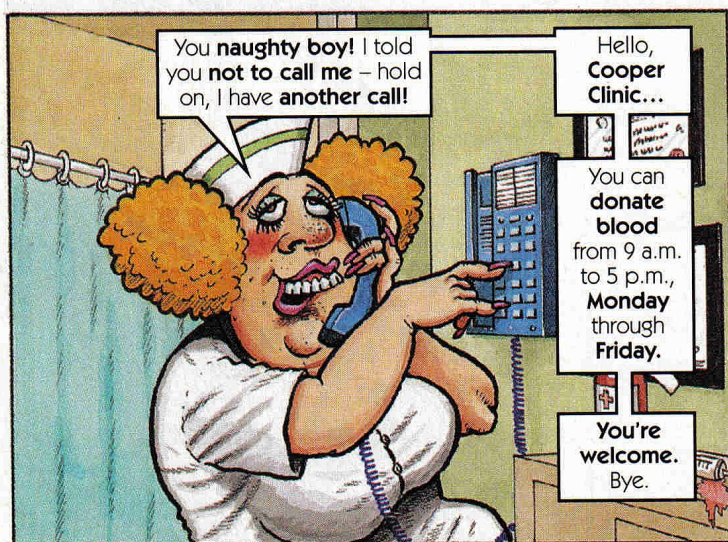
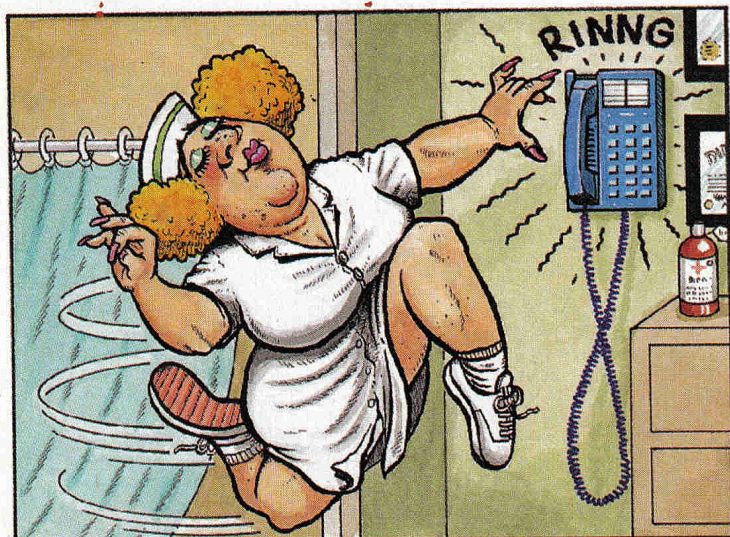
THIS IS **REALLY GONNA SUCK.**



Bill Wray



A BLOODY MESS



Oh no! Not another movie that teams up Bruce Willis with writer/director M. Night Shyamalan! *The Sixth Sense* was bad enough! But this one is even more slow-paced, even HOKIER with its supernatural themes, even more reliant on clichéd upside-down camera angles and uses even more symbolic colors that symbolize nothing! In fact, this one is just plain...

UNBEARABLE

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

This twisted metal is all that's left of an express train that left the tracks at high speed today! And THIS lucky man seems to be the only person still alive! He's actually very lucky, because the conductor didn't collect his ticket before the wreck, so he'll be able to ride for free on his next trip!

Folks, look right into the camera and tell us who you are!

I'm Deadly Dull, a security guard with so-so psychic powers and an even worse fashion sense! I mostly wear ponchos that hide my face! For formal affairs, I wear a black poncho! For the beach, I wear a blue poncho, and when I garden, I wear a green poncho! It's not like I don't have an imagination! My imagination is as vast as...er, as vast as...um, something very, very vast! And trust me, THAT's vast!

I was born frail! How frail! At the moment of birth, the doctor slapped my butt and broke 17 bones! The first word I ever uttered was "fracture"! Once, a guy standing next to me blew his nose and broke MY neck! The last time I chewed a piece of gum, I broke my jaw! I tell you, I'm frail!



I love my dad! I want to be exactly like him when I grow up! Except I don't want to be bald, I'd like to have a wife who sleeps in the same bed as me, I'd like to have a decent job and earn more than a crappy Security Guard's salary, I don't want to be such an introvert, and I look dreadful in a poncho, so I'd like to wear ANYTHING but one of those! Outside of that, I want to be a carbon copy of the old man!

I'm Ordinarily Dull, Deadly Dull's wife! Right now our marriage is kind of on the rocks! I'm not sure exactly what went wrong! We used to love the same things — attending funerals, staring at blank walls, mumbling over a glass of wine! But now I suspect he might be mumbling with somebody else! I've decided to give him another chance, because basically he's a good man! A quiet man! Almost a dead man!

Why are you staring at me like that, doc?

You were in a horrible train wreck! Everyone died except you, and you don't have a single mark on you!

Really? Look, I have a broken fingernail on my right hand and a smudge on my left calf! That's not getting away without a mark! No wonder people call doctors quacks!

Where exactly were you sitting on the train?

In the "no smoking, no picking up married women, no death" section!

You asked how many sick days you took in the five years you've worked here! The answer is "none"! You took no sick days in five years!

That's great! Then I guess I should get a raise!

No sick days, but twice you took maternity leave, seven times you took off time to attend your grandmother's funeral and you always take off on Arbor Day! Forget the raise!

I was the one who put that note on your windshield!

There was something else on my windshield along with the note!

Oh those! They were a couple of my fingers! They broke off when I lifted the wipers! I thought they had broken off in my glove!

I read in the paper that you escaped a major train wreck without injury! But I must ask, have you ever been injured?

I was once injured in a car wreck and in school I nearly drowned! Because of me, they drained the pool and never filled it again! It eliminated all drowning accidents, but diving accidents went up 1,000%!

If you almost drowned, that means water is your Achilles' Heel! You should always shower fully dressed!

Actually, I always wear a poncho in the shower! A white one!

I have a rare genetic disorder! Sticks and stones can break my bones, but a gentle breeze can also break my knees! I watched people die in fires and plane crashes and then I saw a story about a train accident with a sole survivor, unharmed! I began to wonder is there someone like me out there — at the opposite end of the scale...

You mean like someone sane?

By the way, your shop has quite an impressive collection!

Thanks! I have assembled the finest examples of comic art in the world!

Do you have anything by Angelo Torres?

What part of "finest" don't you understand?

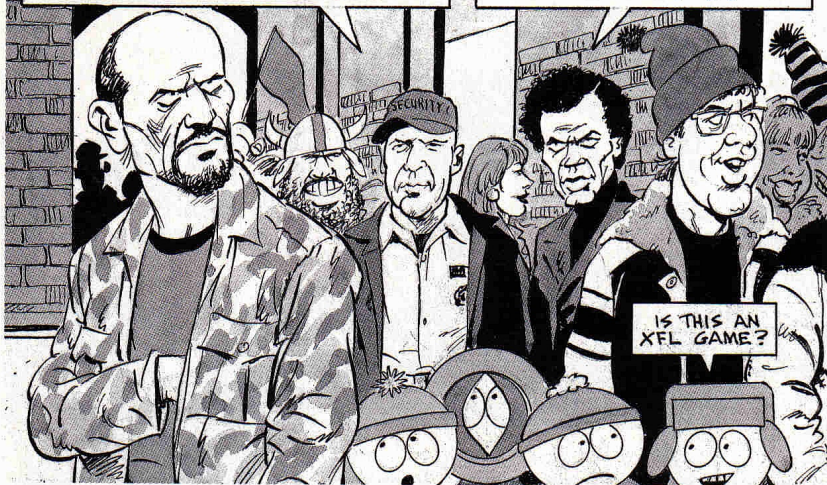
I can't believe how high priced all this art is!

Yes, I charge top dollar, and yet I undersell the Warner Brothers Studio Store by about 300%!



This is one of my toughest assignments! Security at a football game! See that guy in the camouflage jacket? I think he's carrying a gun!

That's a safe bet! This is a football game! Fans are very competitive! I bet you 90% of the fans are carrying guns!



Hey you, stop! I said stop!

Why won't that guy stop?

I don't know! Every time a strange-looking six-foot man with a wild, deranged look and a purple leather trench coat, a glass cane, a limp and a misshapen Afro chases me, I always slow down!



You fell down two flights of stairs and broke your right leg in five places and your left leg in nine places!

What about my arms?

It's possible they're okay!

Possible? You don't know for sure?

Well, we haven't found your arms yet!



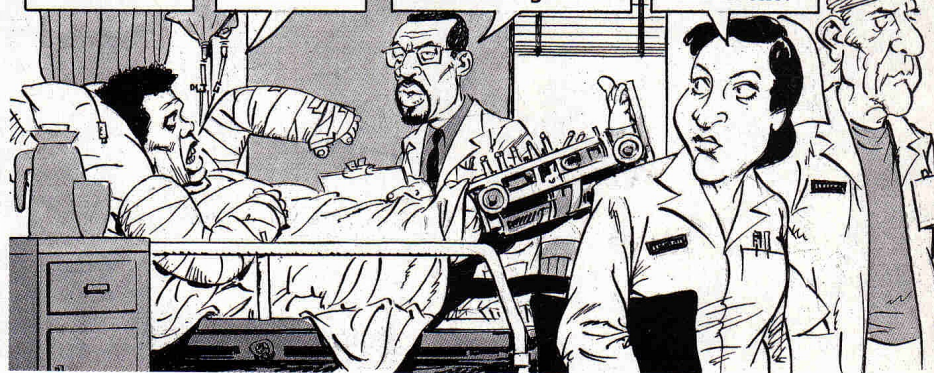
You broke a lot of bones when you took that horrendous fall! You'll be in the hospital for at least six months!

Six months? Doc, I can't pay for that! I don't have any medical insurance!

Like I said, you'll be here for half an hour — just enough time to chat with a physical therapist, who just happens to be the wife of that Dull guy you've been driving nuts!

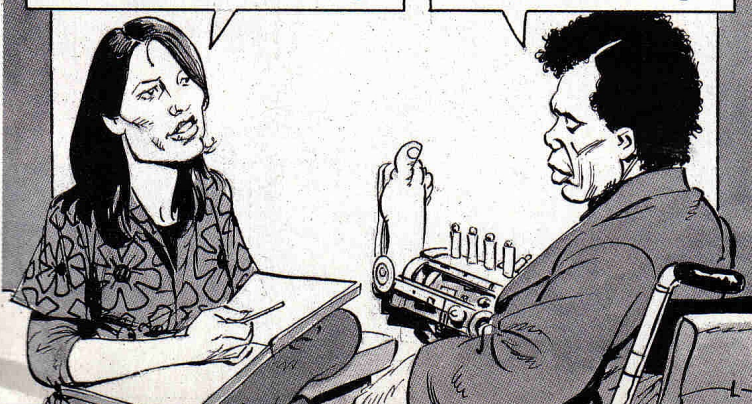
I'd say the chances of that coincidence happening are one in a million!

In a movie this contrived, the chances are one in one!



Since you asked, my husband would have played pro football if we hadn't been involved in a terrible car accident! He was offered millions of dollars to play, but I wouldn't have married him if he went pro! So we both consider the car wreck a huge blessing!

A blessing? I can see how a man giving up a million or more bucks to do something he loved would consider a car wreck that took it all away a blessing! Just the way Gore thought Florida was a blessing!



H—
Ho—
How many pounds gasp, are on the bar now?

250 pounds! The cans of paint add 40 pounds plus the two stale Dunkin' Donuts add another 30 pounds!

We need more dead weight!

I'll add a copy of the script for this film!



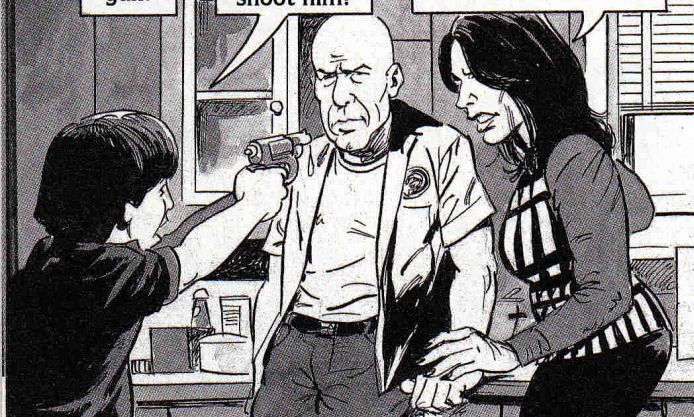
My God, Joketh, what are you doing with that gun!

I want to prove dad's a true superhero! I want to see if he survives if I shoot him!

Are you crazy? That's a water pistol! You know about him and water! It will kill him in a second! If you wanna use a gun, play it safe! His .38 service revolver's in the closet!

I can't leave you alone! There are too many dissimilarities in our lives! Don't you see all the non-connections? Your bones don't break, mine do! You don't get sick, I do! You don't get HBO, I do! You don't put your socks on with Krazy Glue, I do! You don't have these excruciatingly long, boring speeches, I do! We are connected by our unconnectedness!

Hmmm...I see your point! You have real acting skills! I don't! We're on the same curve, just at opposite ends! Or to put it another way, we're at opposite ends of the same curve! You're not as stupid as I thought!



I've decided to start using my mind and my strength to help others in distress! Mostly in flashbacks where I don't have to get too involved!

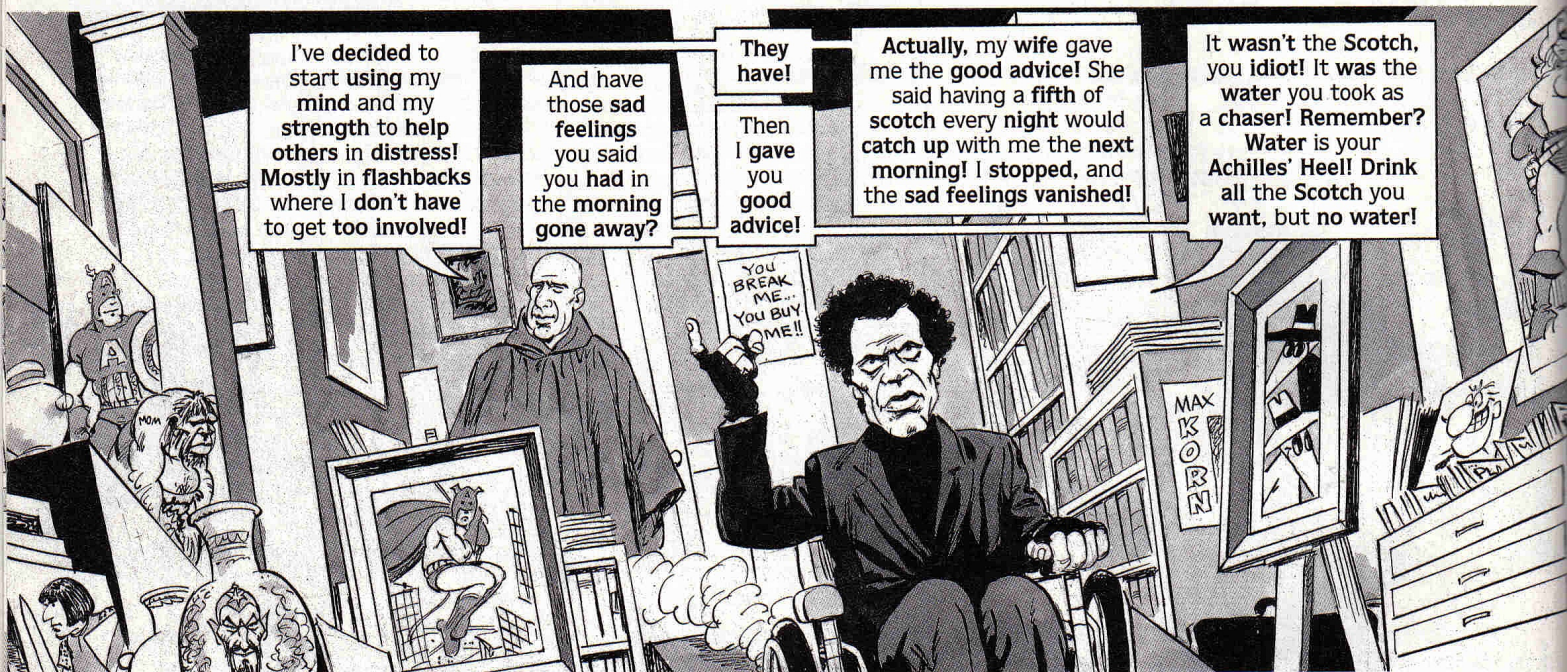
And have those sad feelings you said you had in the morning gone away?

They have!

Then I gave you good advice!

Actually, my wife gave me the good advice! She said having a fifth of scotch every night would catch up with me the next morning! I stopped, and the sad feelings vanished!

It wasn't the Scotch, you idiot! It was the water you took as a chaser! Remember? Water is your Achilles' Heel! Drink all the Scotch you want, but no water!



What are all these diplomas on your wall? A Degree in Fire Arts! A Masters in Sabotage! A Doctorate in Train Wrecks? YOU caused that train wreck!

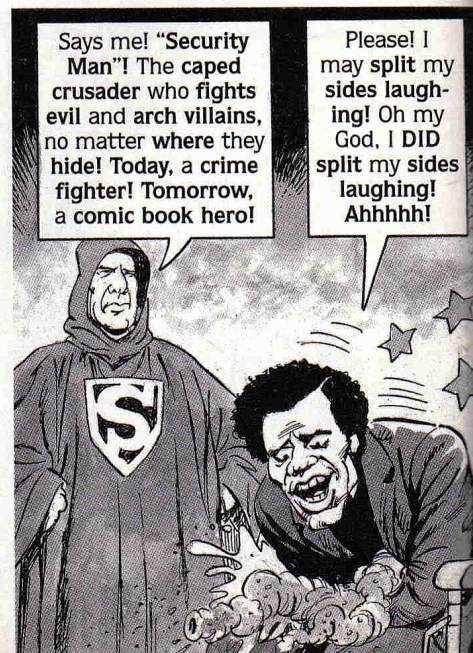
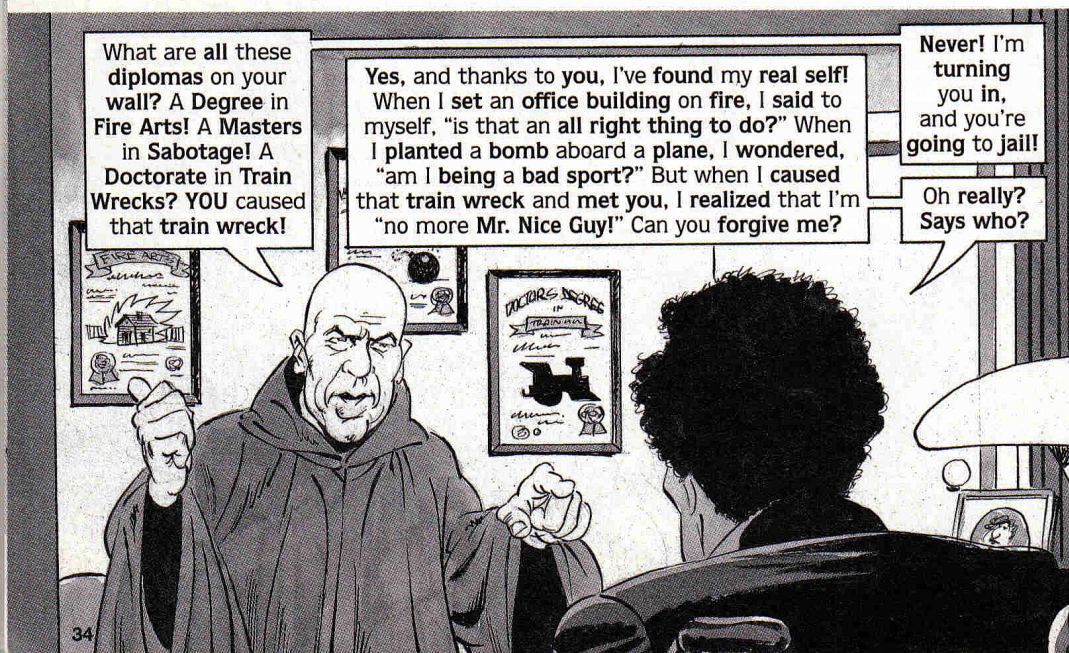
Yes, and thanks to you, I've found my real self! When I set an office building on fire, I said to myself, "is that an all right thing to do?" When I planted a bomb aboard a plane, I wondered, "am I being a bad sport?" But when I caused that train wreck and met you, I realized that I'm "no more Mr. Nice Guy!" Can you forgive me?

Never! I'm turning you in, and you're going to jail!

Oh really? Says who?

Says me! "Security Man"! The caped crusader who fights evil and arch villains, no matter where they hide! Today, a crime fighter! Tomorrow, a comic book hero!

Please! I may split my sides laughing! Oh my God, I DID split my sides laughing! Ahhhhh!





HOOPS! THEY DID IT AGAIN DEPT.

It starts with 64...
then there's 32...
then 16...
then 8...

until it's finally down to just four survivors! Some new cheesy, *Big Brother* rip-off CBS reality show? Perhaps! But we're talking about America's inexplicable obsession with the college basketball tournament! How about you? Are you addicted to hardwood? Maybe you recognize all of the...

1



With just three minutes to play in a lopsided first round game, you suddenly become teary-eyed realizing the game will be over in about an hour.

10 SURE SIGNS YOU'RE SUFFERING FROM MARCH MADNESS

4



You're sporting an official NCAA team licensed straitjacket.

7



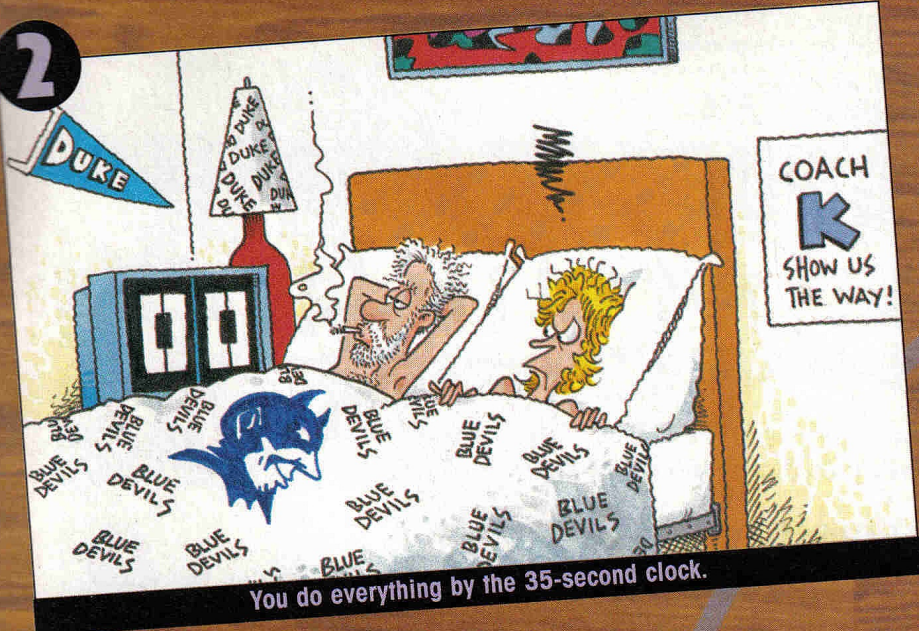
You're the only guy in the office who insists on wearing snap-away pants.

8

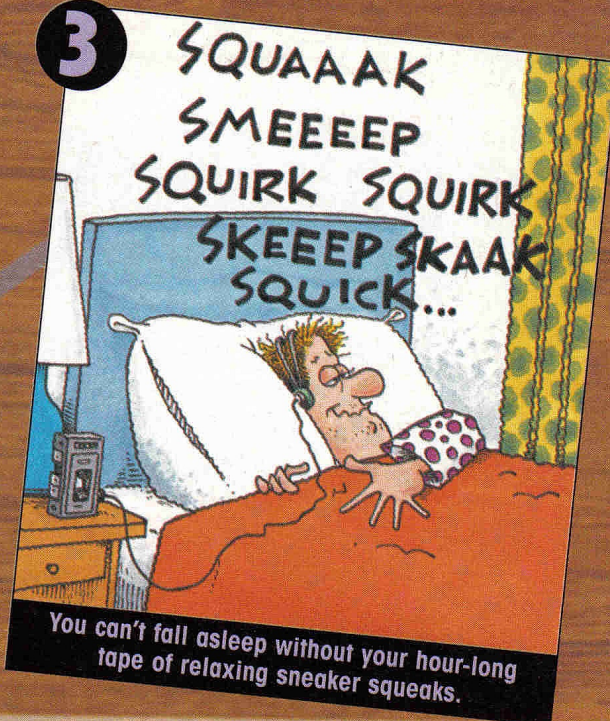


You make an effort to high five a mugger just because he's wearing a Fresno State sweatshirt.

2

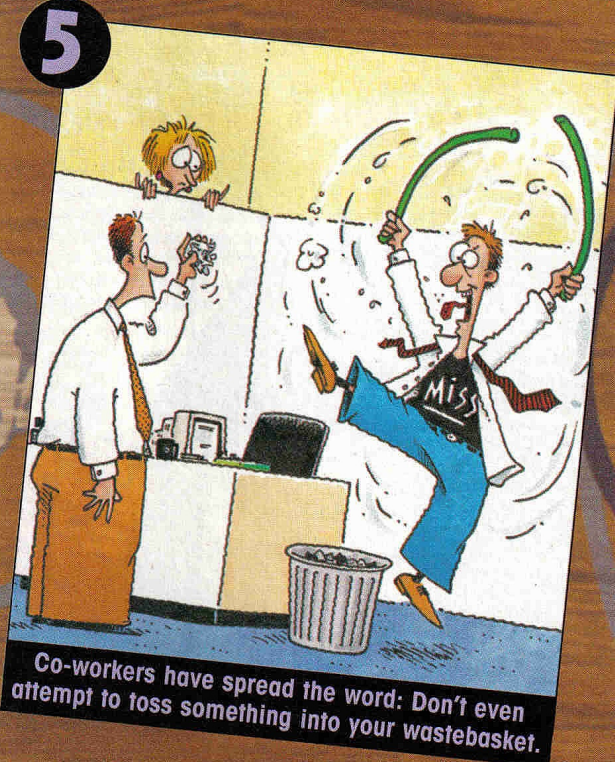


You do everything by the 35-second clock.



**You can't fall asleep without your hour-long
tape of relaxing sneaker squeaks.**

5



6



9



10



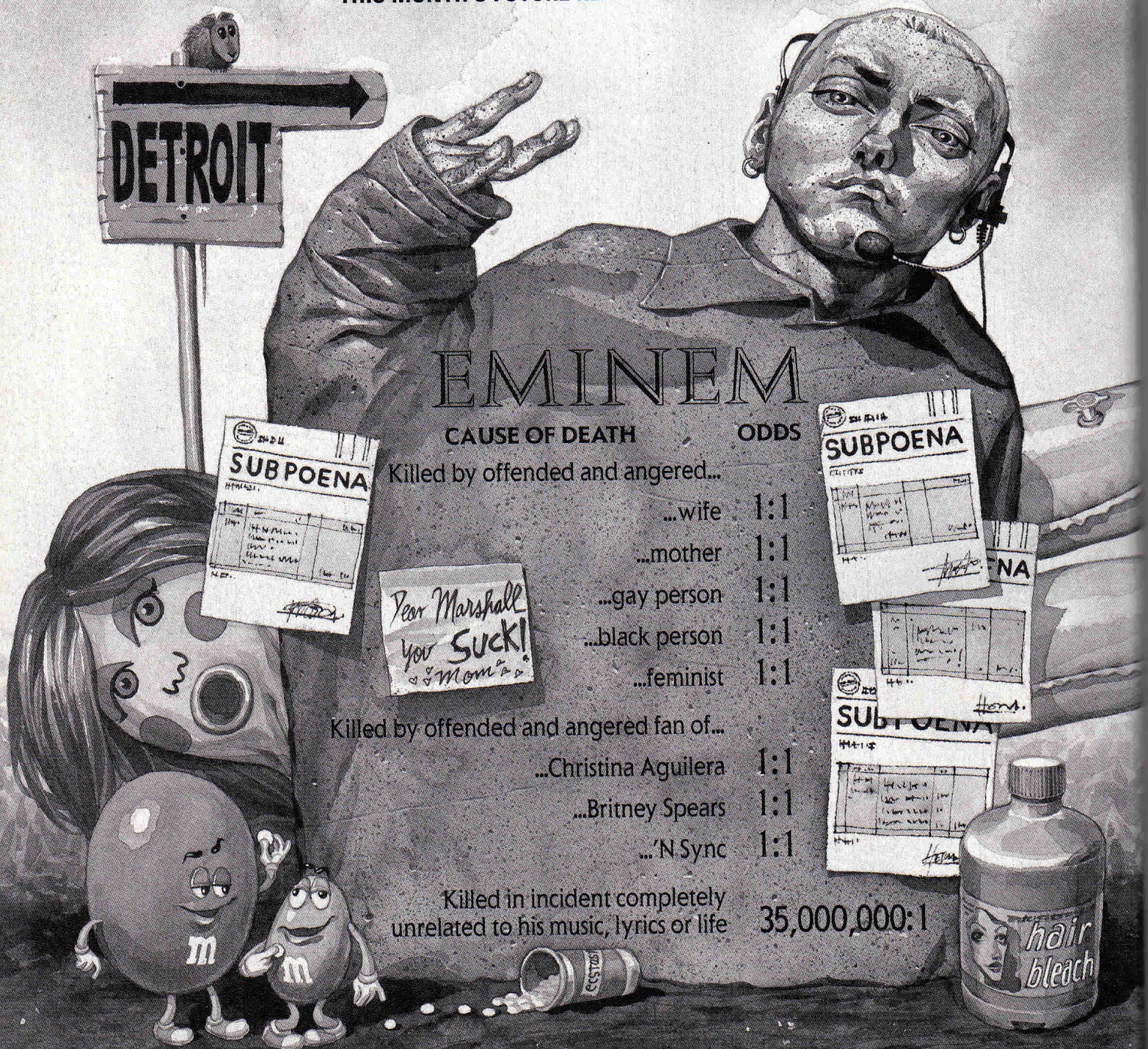


GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will join Tupac and Biggie in the 'Hood-after!

THIS MONTH'S FUTURE REAL DEAD SLIM SHADY:



EMINEM

CAUSE OF DEATH

ODDS

Killed by offended and angered...

...wife 1:1

...mother 1:1

...gay person 1:1

...black person 1:1

...feminist 1:1

Killed by offended and angered fan of...

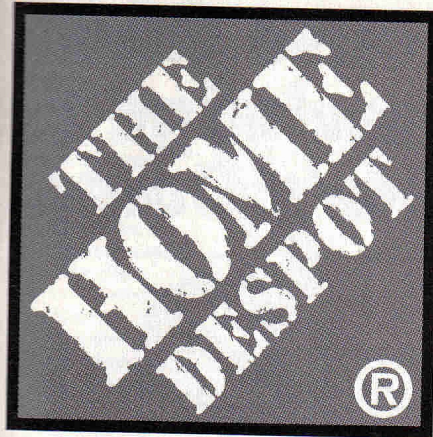
...Christina Aguilera 1:1

...Britney Spears 1:1

...'N Sync 1:1

Killed in incident completely
unrelated to his music, lyrics or life

35,000,000:1

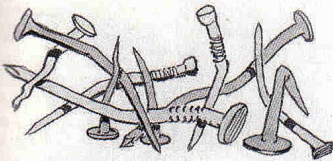


Our Guarantee

If You Find a Lower Price Anywhere Else, So What?

\$9

Box of 100



Pre-Bent Nails

Why pay extra for straight nails when you've botched every hammer job you've tried since 1987? Bent at a variety of angles for your convenience, these light-weight, aluminum nails are ideal for gluing onto cardboard and paper. (Not recommended for use with wood.)

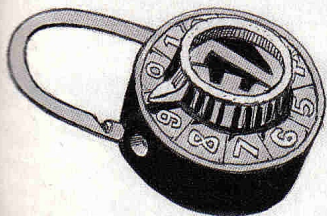
\$9



Murderous-Gro Fertilizer

Perfect for making homemade bombs and other explosive devices. The choice of terrorists around the globe! Not recommended for tomato plants.

\$12



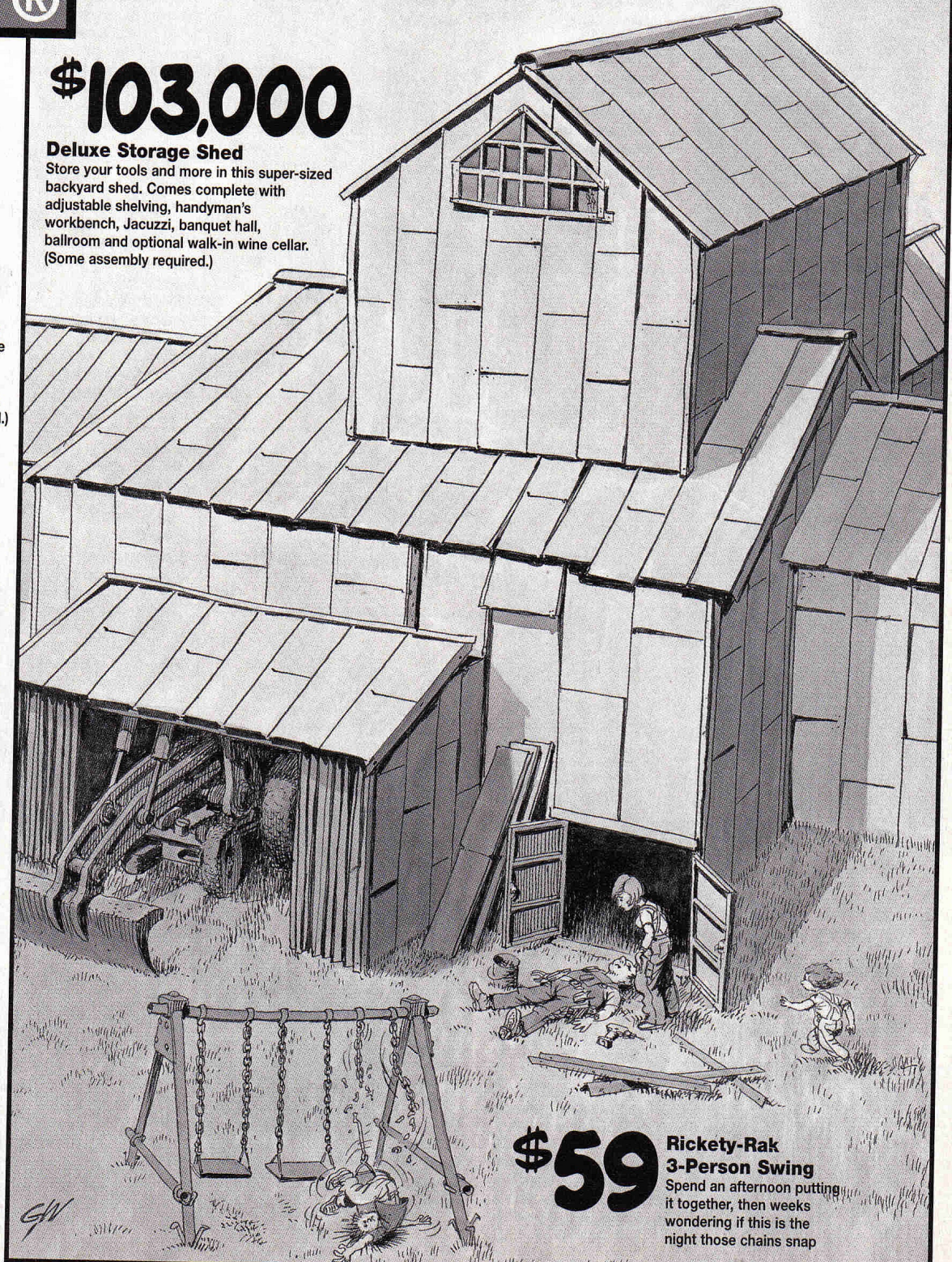
The Ultimate EZ-Lock™

You'll never forget your combination again with the new Ultimate EZ-Lock™ from Crapperco! With the advanced one-turn-in-any-direction-to-any-number method, opening your lock is now a snap, both for you and everyone else. (Please Note: Manufacturer not responsible for stolen property.)

\$103,000

Deluxe Storage Shed

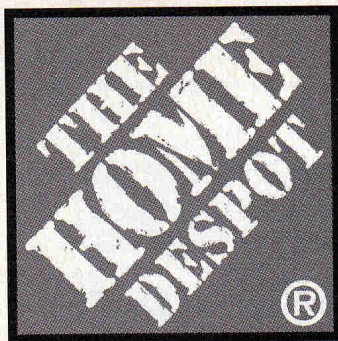
Store your tools and more in this super-sized backyard shed. Comes complete with adjustable shelving, handyman's workbench, Jacuzzi, banquet hall, ballroom and optional walk-in wine cellar. (Some assembly required.)



\$59

Rickety-Rak 3-Person Swing

Spend an afternoon putting it together, then weeks wondering if this is the night those chains snap



\$4

Work Area Signs

DANGER!
STOPPING TO
READ THIS SIGN
INCREASES THE
CHANCE OF A STEEL
BEAM FALLING ON
YOU BY 87%

WARNING!
WOMEN PASSING
HERE MAY BE SUBJECT
TO OBSCENE GESTURES,
VULGAR LIP SMACKING
AND RUDE COMMENTS
ABOUT THE SIZE
OF THEIR
BUTTOCKS

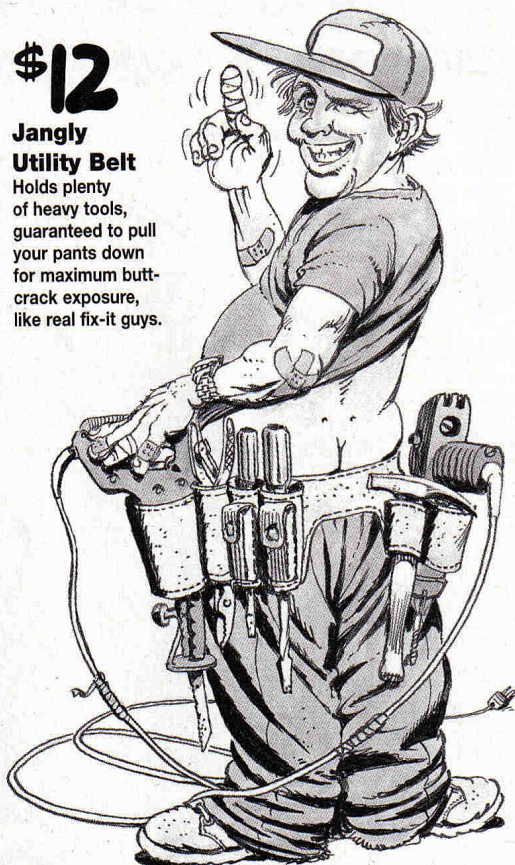
THINK!
ABOUT HOW
WEIRD IT IS THAT
"FLAMMABLE" MEANS
THE SAME THING AS
"INFLAMMABLE"

Supplies For the Stubborn Handyman of the House Who Just Refuses to Acknowledge He Doesn't Know What He's Doing!

\$12

Jangly Utility Belt

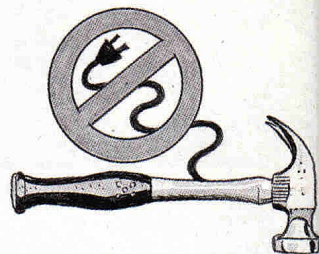
Holds plenty of heavy tools, guaranteed to pull your pants down for maximum butt-crack exposure, like real fix-it guys.



\$17

Cordless Hammer

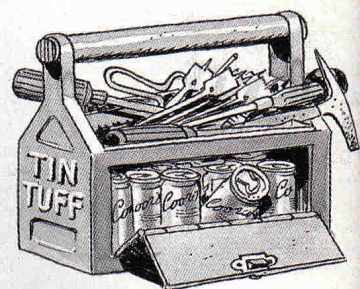
How many times have you wished you could hammer a nail without having that annoying cord get in the way? Well, here's your answer! From the makers of the cordless extension cord.



\$9

Tin-Tuff Fake Toolbox

Realistic-looking "toolbox" is actually a cooler. You can appear to be hard at work when, in fact, you are drinking the day away! Holds approx. 24 cans.



\$144

Pocket Lawnmower

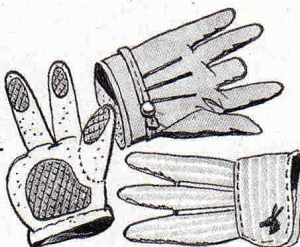
Now you can trim your lawn blade-by-blade with Swiss Army precision-cutting just like the professionals! Starts without the strenuous yanking required in conventional mowers. No gasoline required.



\$6/PAIR

Work Gloves

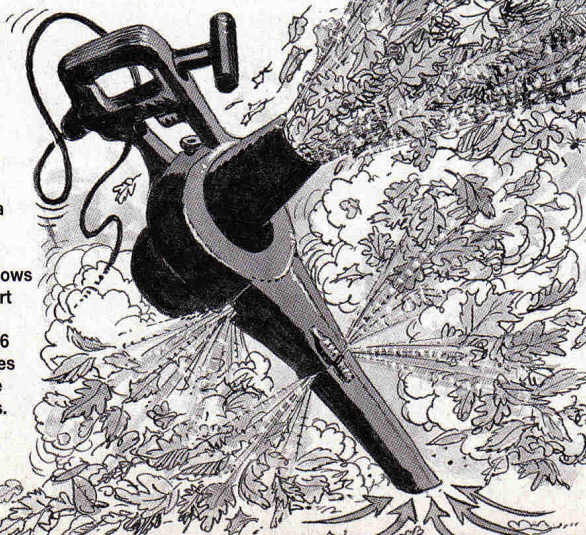
You name the number of remaining fingers — we have the glove for you! Available in Medium, Large and Stumpy.



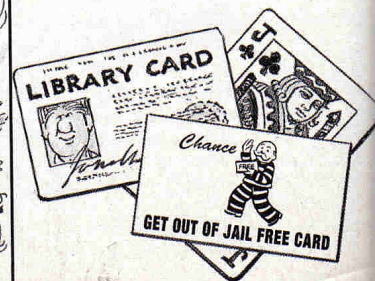
\$47

Annoy-A-Lot Leaf Blower

Notice it's called a "leaf blower" and not a "leaf remover" or a "leaf picker-upper." Three-speed option allows you to spray leaves, dirt and branches in 132 different directions. 486 decibel level guarantees you'll disturb everyone within a 30-mile radius. (Protective ear-wear sold separately.)



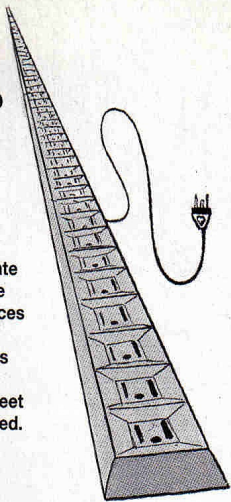
WE ACCEPT



\$24

415-Outlet Strip

Maximize your electrical output! Now you can conveniently operate 415 of your favorite household appliances at a time, or one device that requires 45,650 volts. Approximately 17 feet long. UL Unapproved.



\$5

Half-Filled Paint Cans

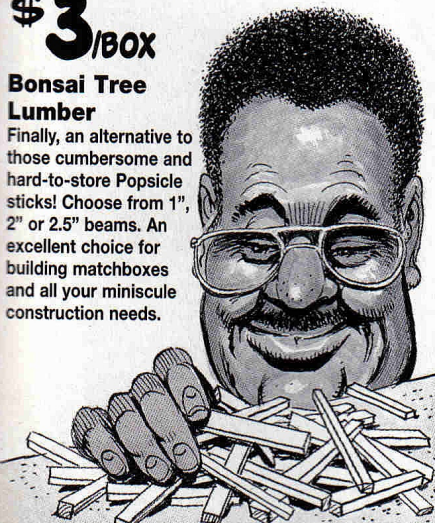
Just like the ones sitting in your garage this very minute, only for half the price! (Encrusted Paint Brushes \$1.95 ea.)



\$3/BOX

Bonsai Tree Lumber

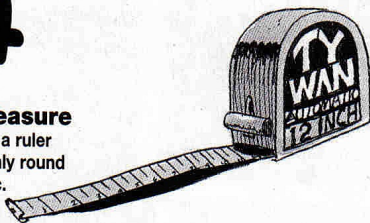
Finally, an alternative to those cumbersome and hard-to-store Popsicle sticks! Choose from 1", 2" or 2.5" beams. An excellent choice for building matchboxes and all your miniscule construction needs.



\$14

12-Inch Tape Measure

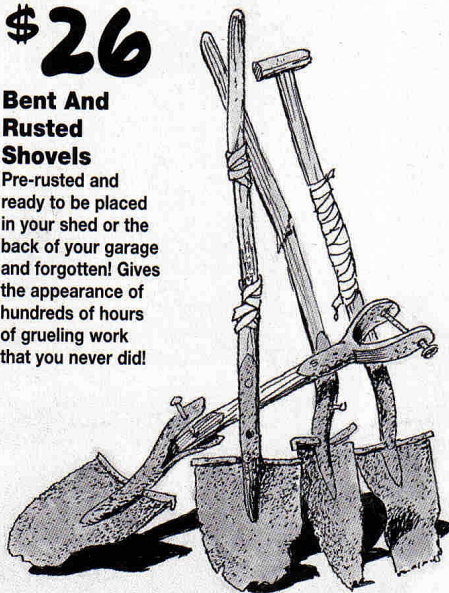
Like having a ruler with you, only round and metallic.



\$26

Bent And Rusted Shovels

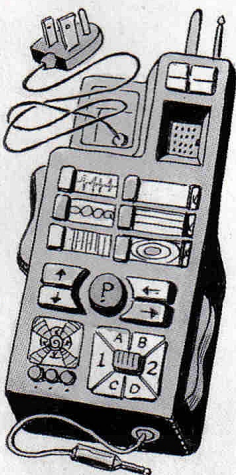
Pre-rusted and ready to be placed in your shed or the back of your garage and forgotten! Gives the appearance of hundreds of hours of grueling work that you never did!



\$24

Downspout Stabilizing Gauge

Dual quad, forged bow with variable speed swivel diverter. Galvanized nupple valve allows for easy electro-flo and tuval lock readings. High tension flenches prevent spillage. Actual use unknown, though it sure sounds impressive. From the makers of Rumbaflex!



\$19

Snag-A-Hose

80 ft. of tangled-up frustration and fun for the whole family! Takes at least four hours and three people to straighten out or your money back! Automatically re-tangles after each use.

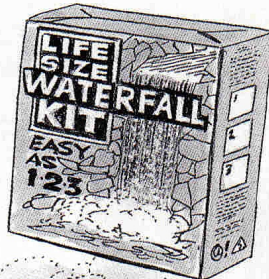


OUR UNCONDITIONAL RETURN POLICY
Return Any Item To Us In Perfect Condition And We Will Get All Of Our Money Back From The Manufacturer!

Guaranteed!

Life-Size Waterfall Kit

Forget about those wimpy front lawn jobs. This E-Z to assemble 147-square acre cascade will provide you and your family with a breathtaking conversation piece. Water not included.



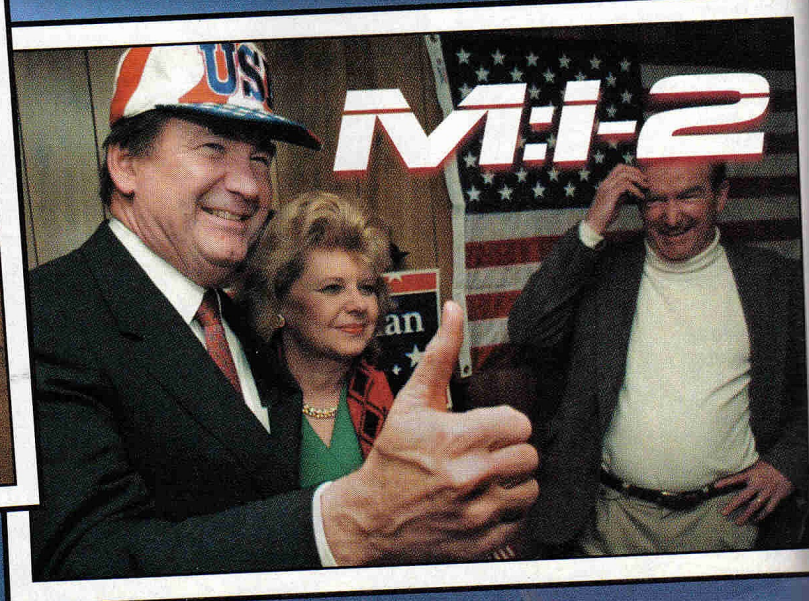
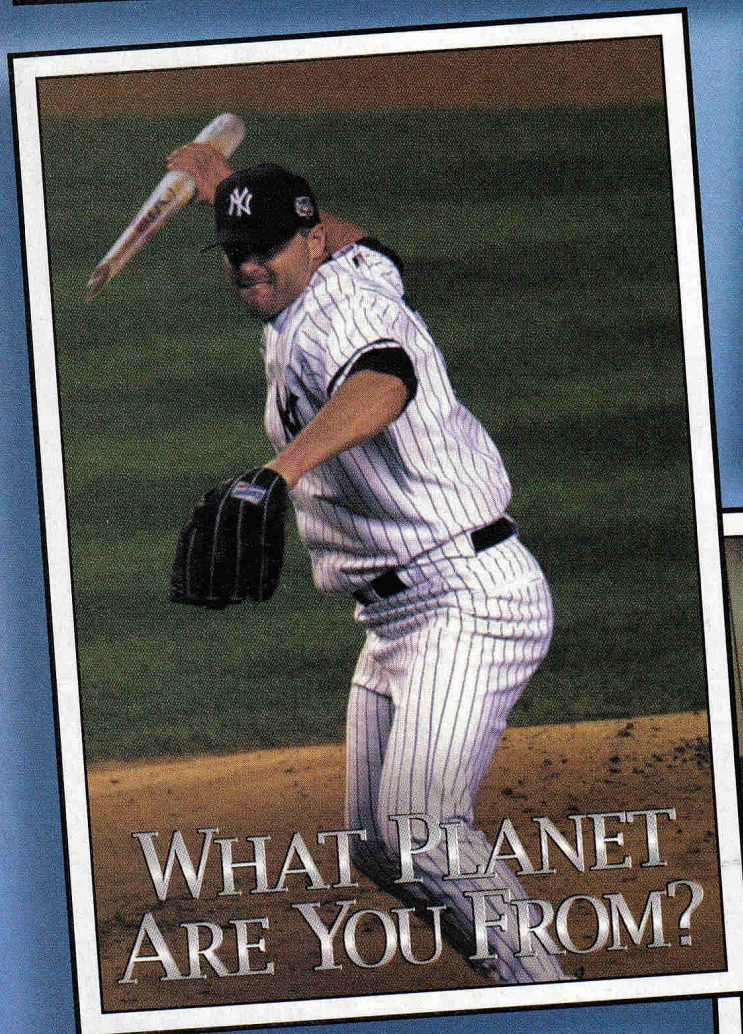
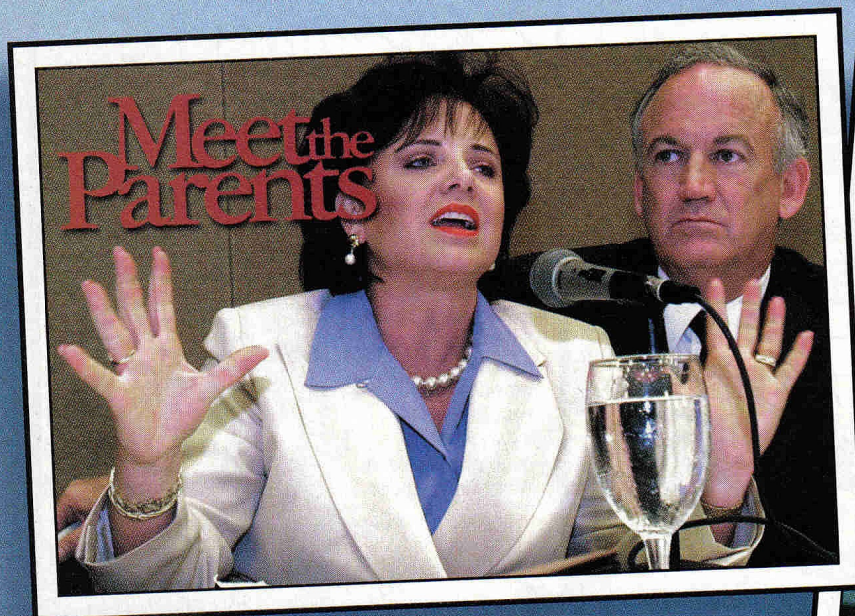
\$20,500,000



TITLE WAVE DEPT.

Hollywood released over 600 movies last year, several of them without Ben Stiller! No sane person could possibly see them all. Luckily, lots of things happened in real life (remember that?) during the past twelve months that reminded us of the titles of some of the movies we skipped. Why that's lucky, we don't know, but you might figure it out as you review...

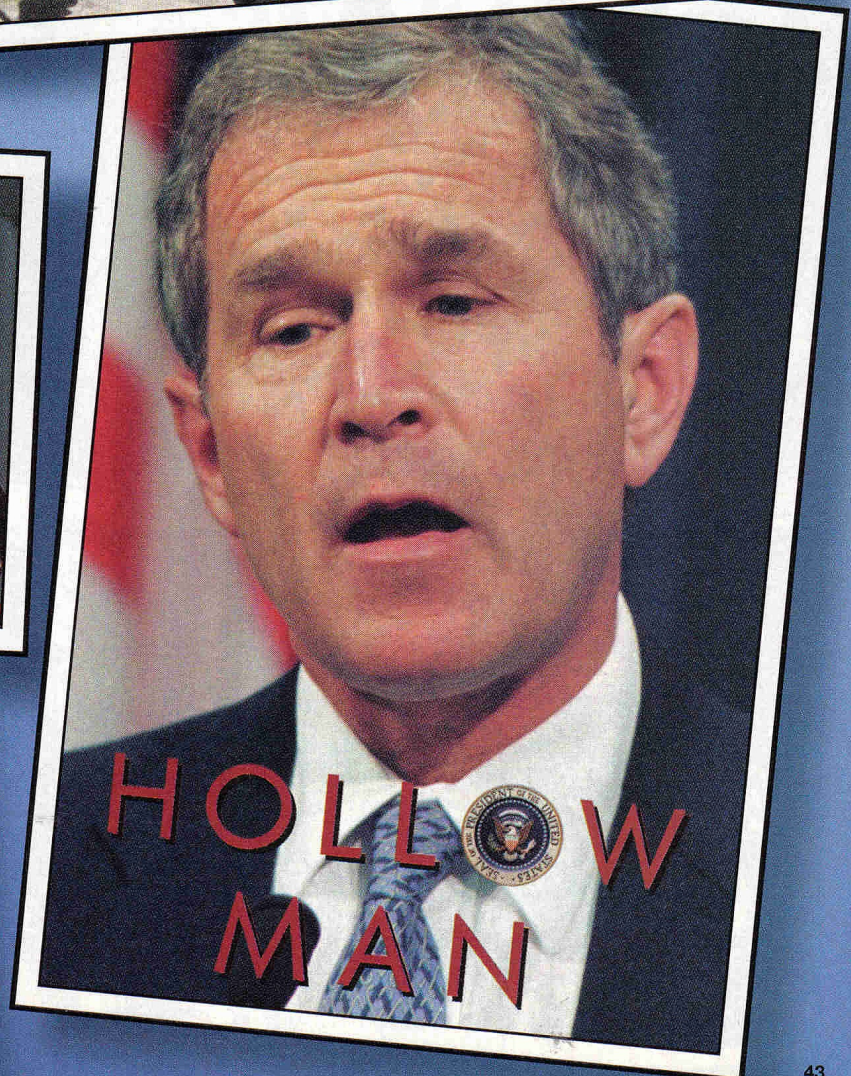
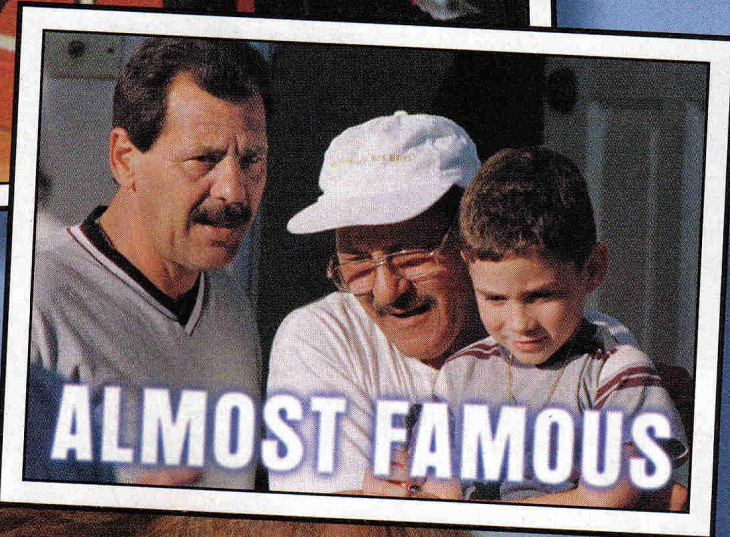
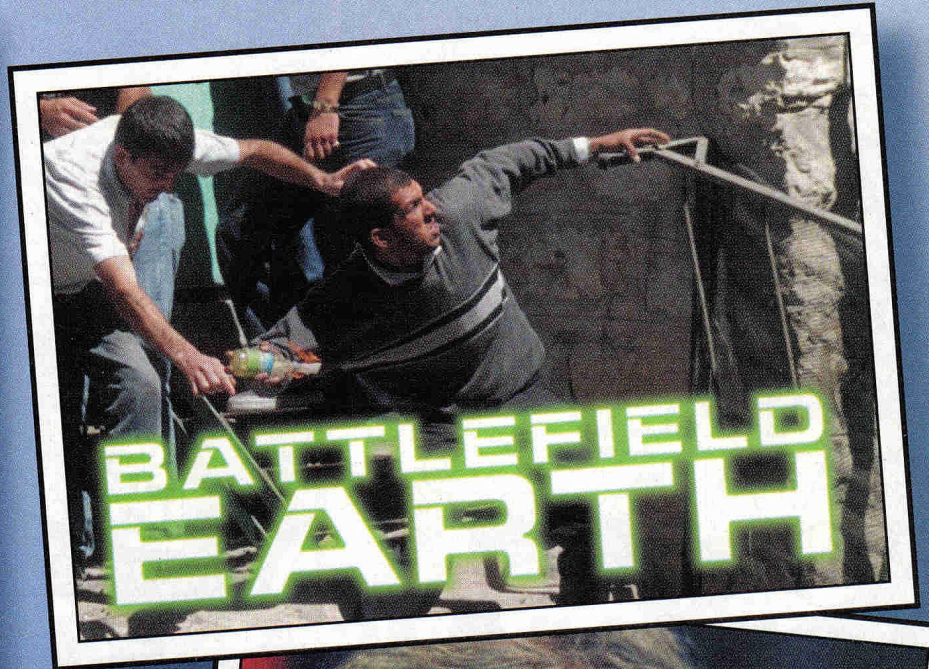
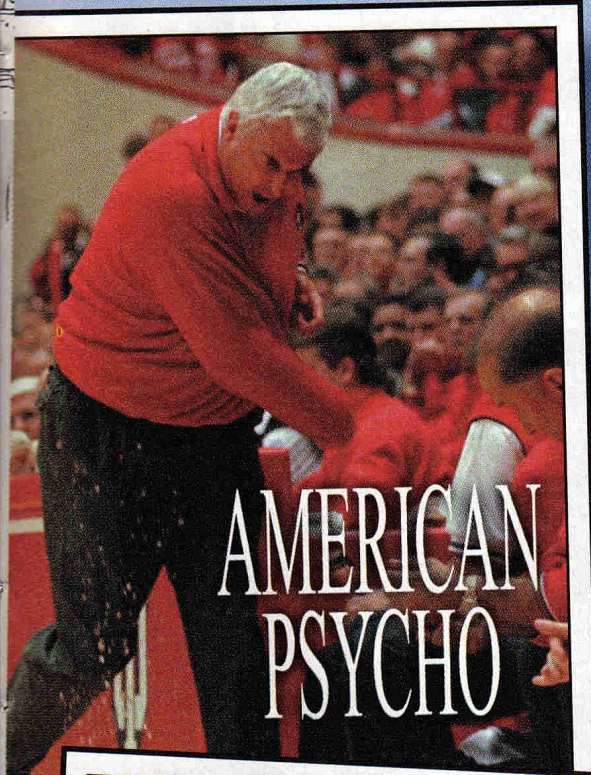
2000:



WRITER: DESMOND DEVLIN

PHOTOS: AP/WIDE WORLD PHOTOS

THE YEAR IN FILM





CLOTHES MINDED DEPT.

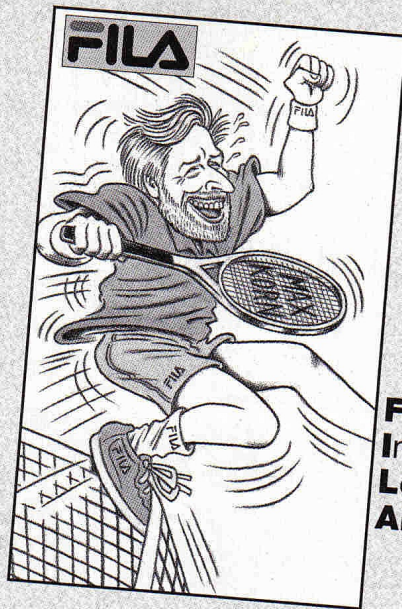
Anyone who's down with LL Cool J knows that his clothing line called **FUBU** is an acronym for "For Us, By Us." We here at MAD started poring over issues of *Vogue*, *Glamour* and *The Source* looking at other fashion names and discovered that LL isn't the only one on the acronym tip! So screw LL and get down with your MAD posse as we expose...



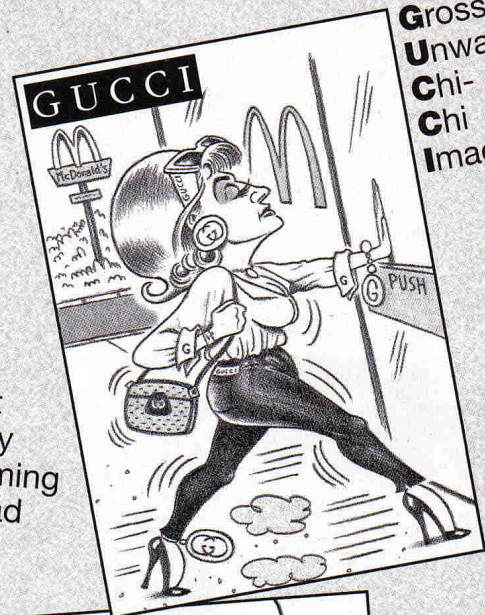
OTHER FASHION BRAND NAMES THAT ARE ACTUALLY ACRONYMS

ARTIST: RICK TULKA

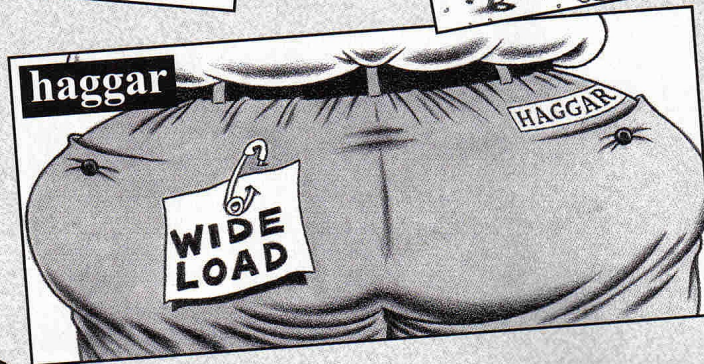
WRITER: MIKE SNIDER



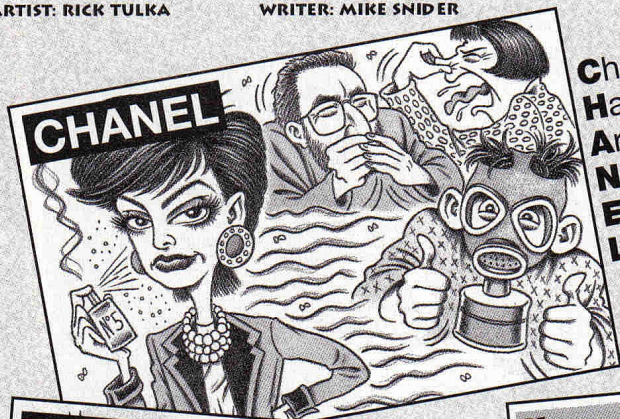
Foot Injury Looming Ahead



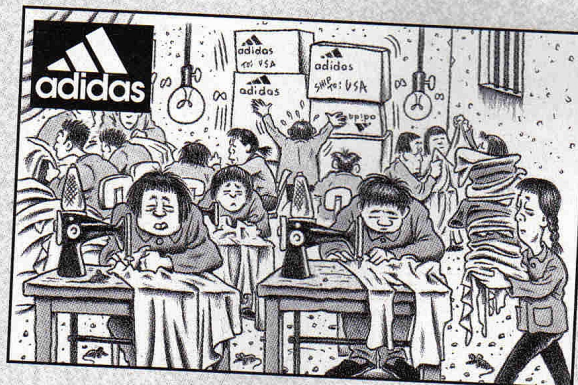
Grossly Unwarranted Chi-Chi Image



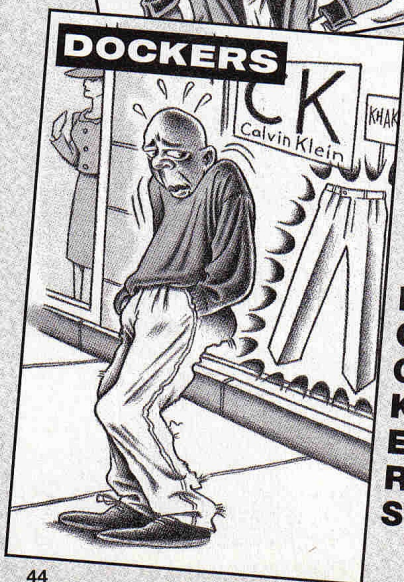
Hiding Aging Guys' Guts And Rumps



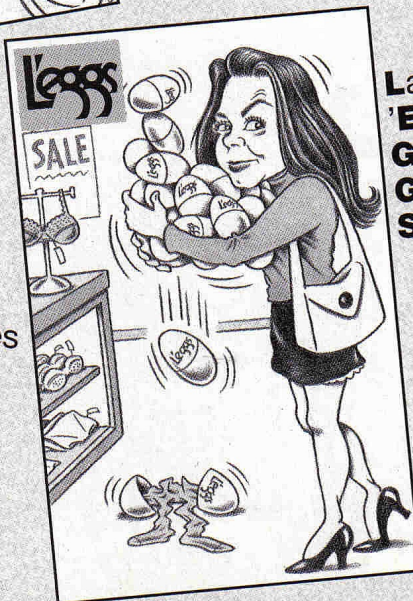
Chemically Harsh Aroma Nobody's Ever Liked



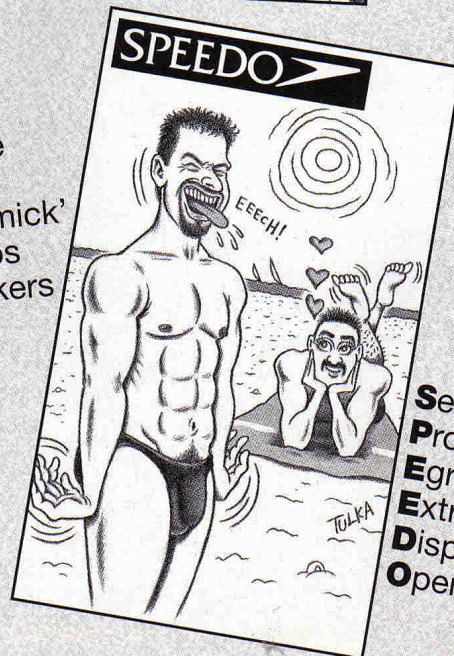
Apparel Developed In Deplorable Asian Sweatshops



Duplicates Of Calvin Kleins Except Really Shoddy



Lame 'Egg Gimmick' Grabs Suckers



See Protruding Egregious Extremities Displayed Openly



CLOTHES MINDED DEPT.

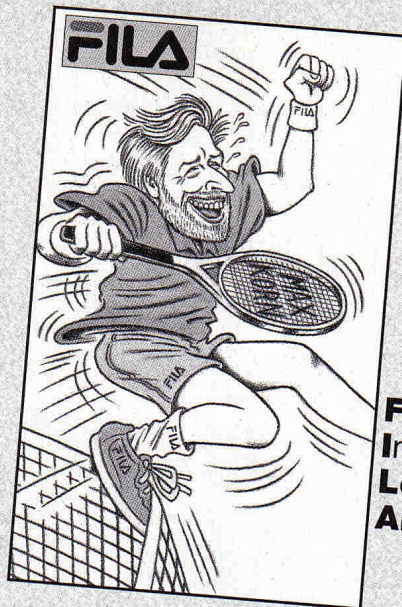
Anyone who's down with LL Cool J knows that his clothing line called **FUBU** is an acronym for "For Us, By Us." We here at MAD started poring over issues of *Vogue*, *Glamour* and *The Source* looking at other fashion names and discovered that LL isn't the only one on the acronym tip! So screw LL and get down with your MAD posse as we expose...



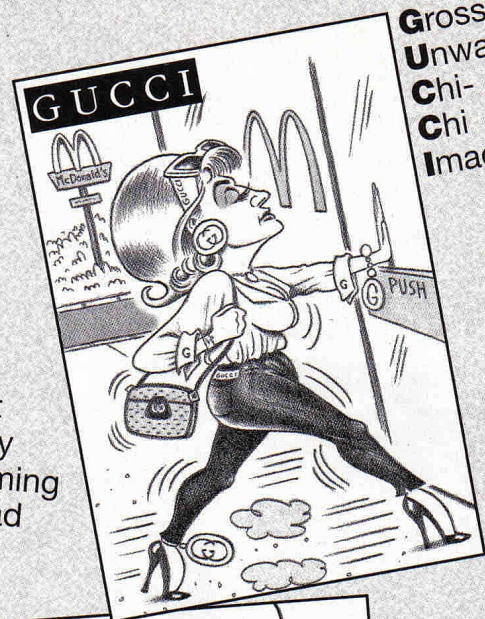
OTHER FASHION BRAND NAMES THAT ARE ACTUALLY ACRONYMS

ARTIST: RICK TULKA

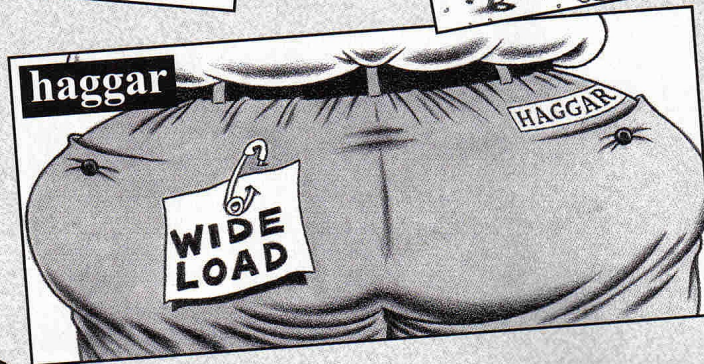
WRITER: MIKE SNIDER



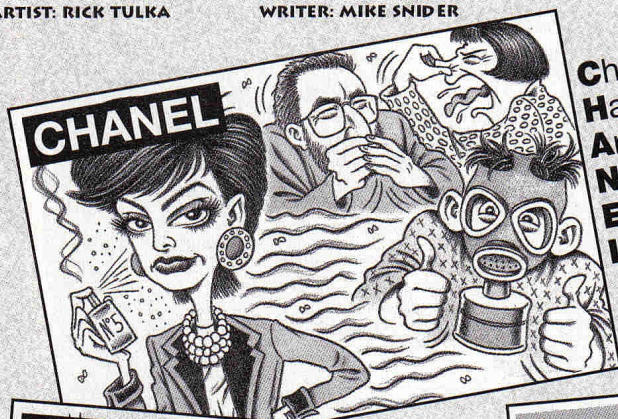
Foot Injury Looming Ahead



Grossly Unwarranted Chi-Chi Image



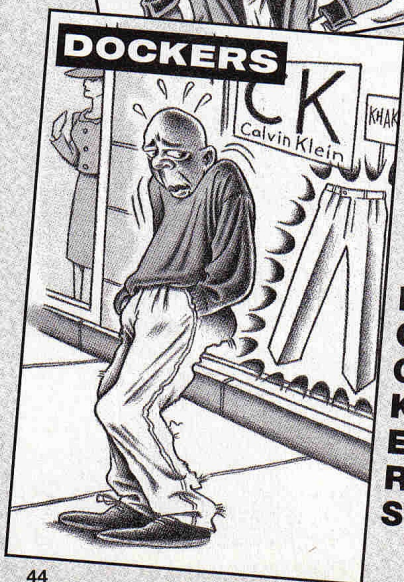
Hiding Aging Guys' Guts And Rumps



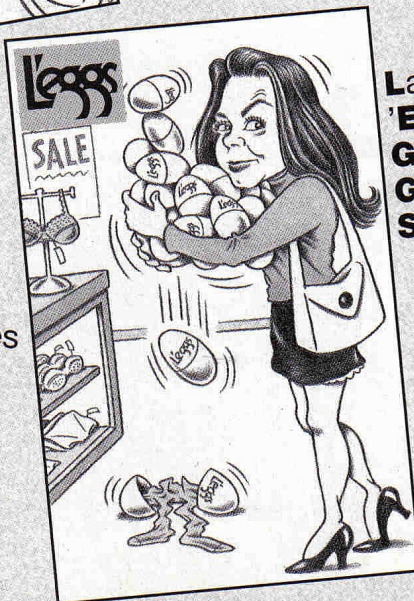
Chemically Harsh Aroma Nobody's Ever Liked



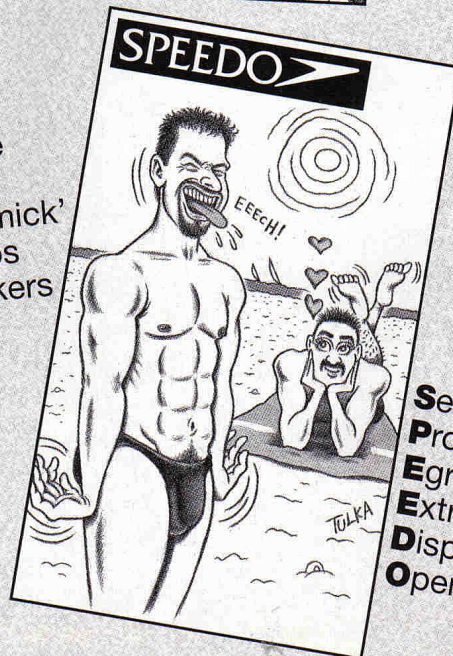
Apparel Developed In Deplorable Asian Sweatshops



Duplicates Of Calvin Kleins Except Really Shoddy



Lame 'Egg Gimmick' Grabs Suckers



See Protruding Egregious Extremities Displayed Openly

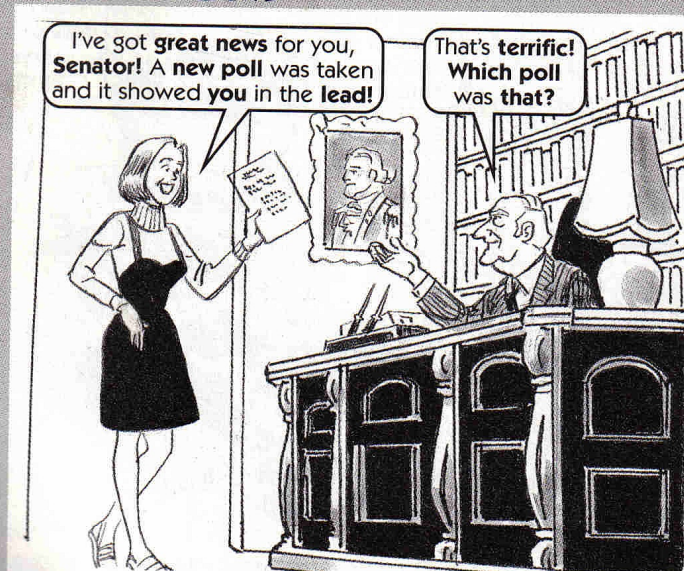


THE LIGHTER SIDE OF...

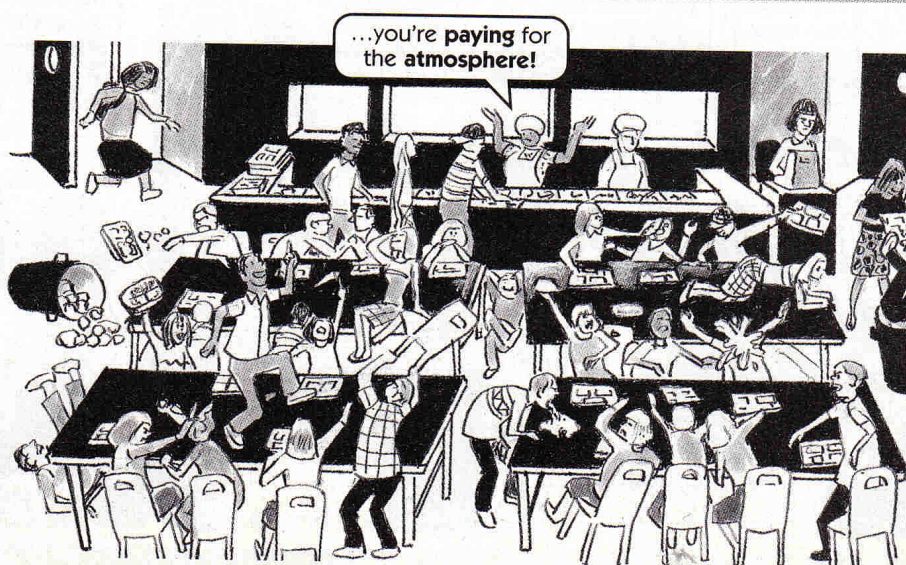


ARTIST AND WRITER: DAVE BERG

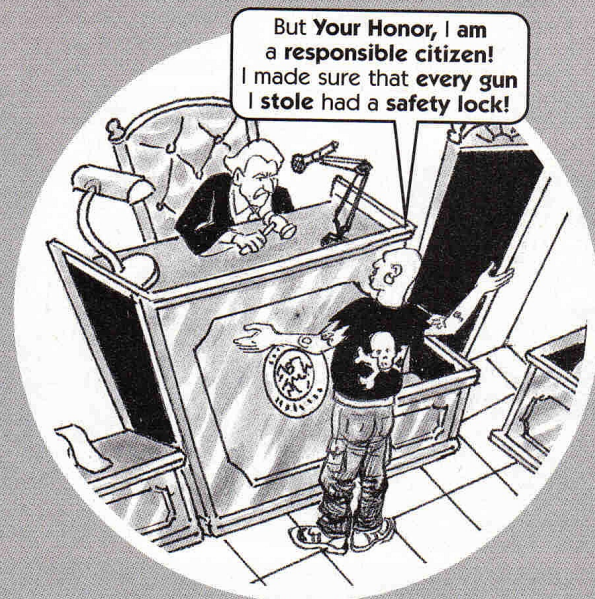
ELECTIONS



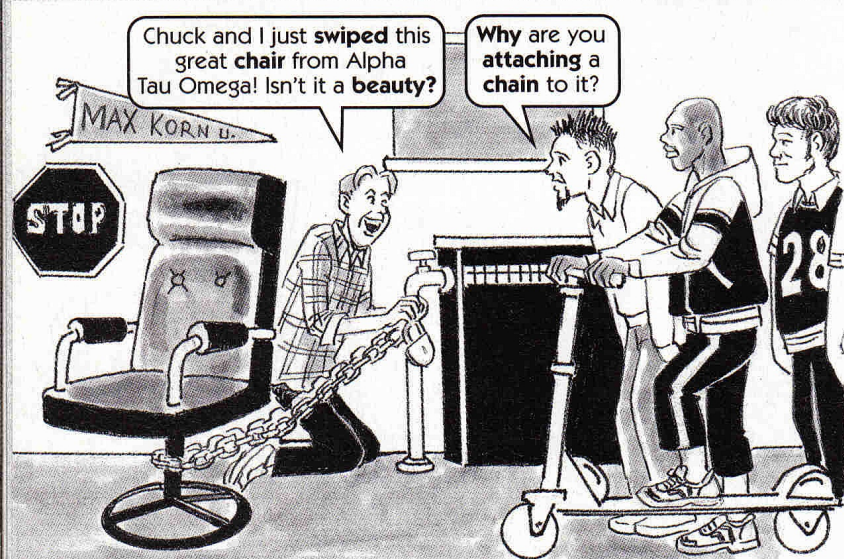
LUNCH



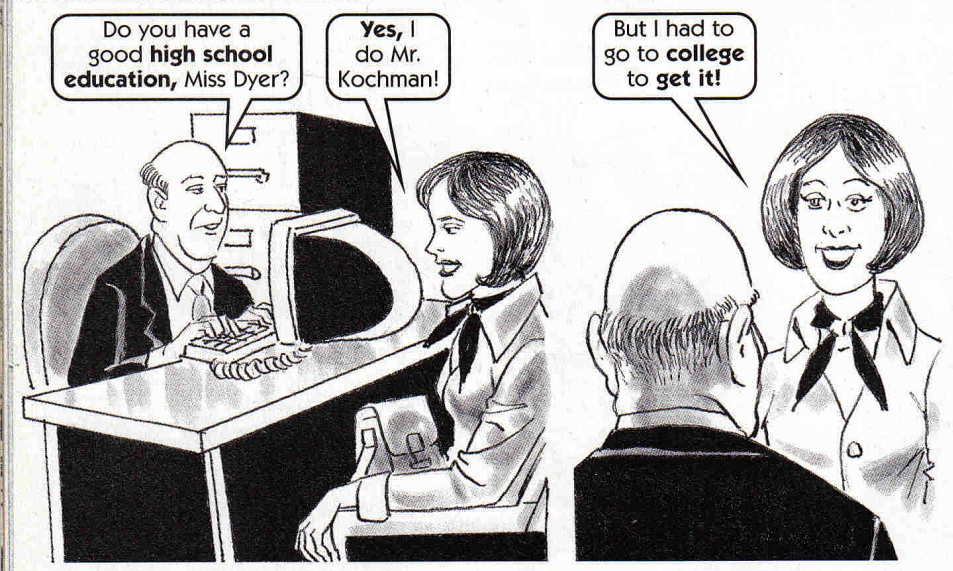
JUSTICE



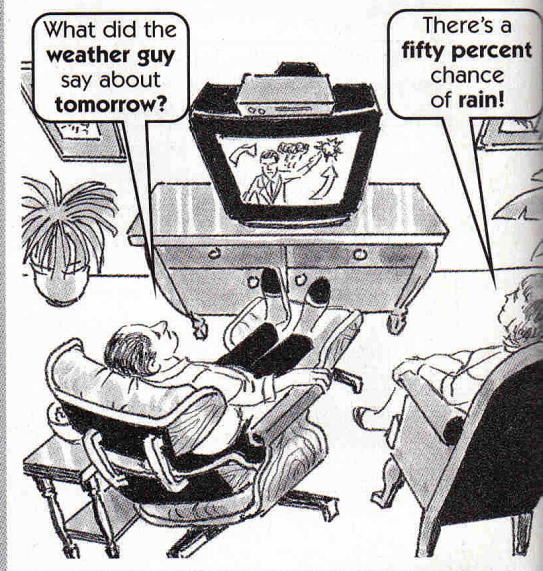
OFF CAMPUS LIVING



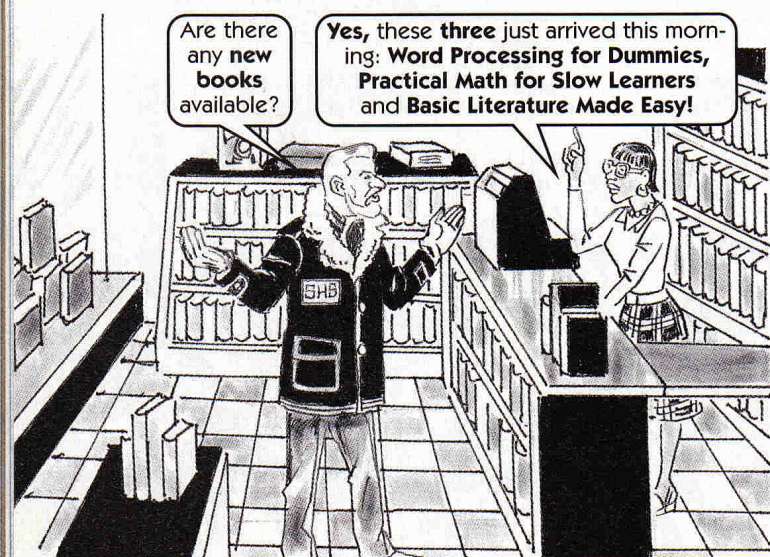
INTERVIEWS



PREDICTIONS



READING

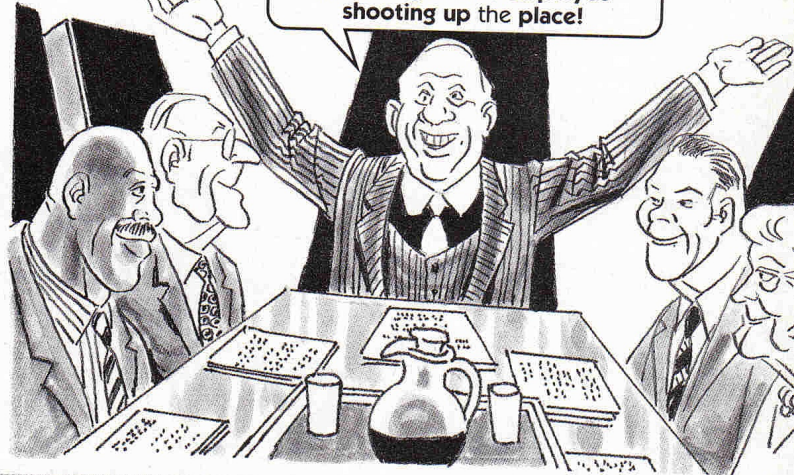


RELATIVITY

Gentlemen, the **profit picture** for this year **doesn't** look **good**! The **merger** appears to be a **dead issue**! **Stock experts** are predicting a **steady decline**! But there is **one** piece of **good news**!

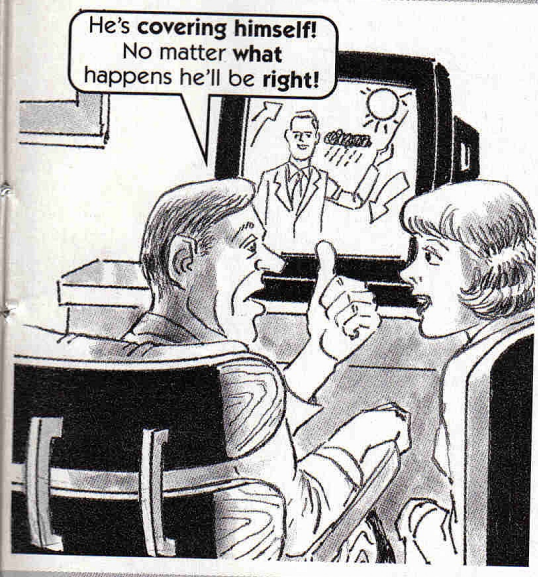


This is the **longest** period of time that **our company** has gone **without** some **disgruntled employee** shooting up the place!



THERAPY

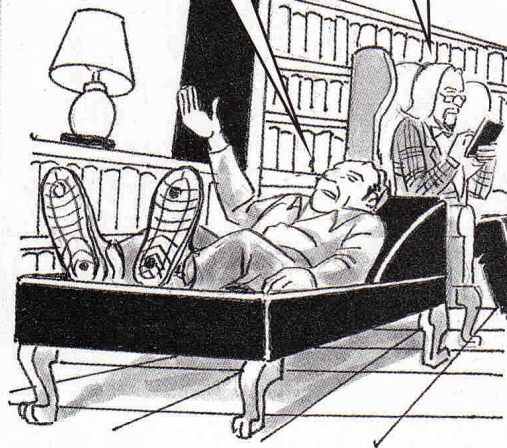
He's **covering himself**! No matter what happens he'll be **right**!



Yes, Dr. Forman! When I was **young** my parents sent me to a **child psychologist**!

Was it **helpful**?

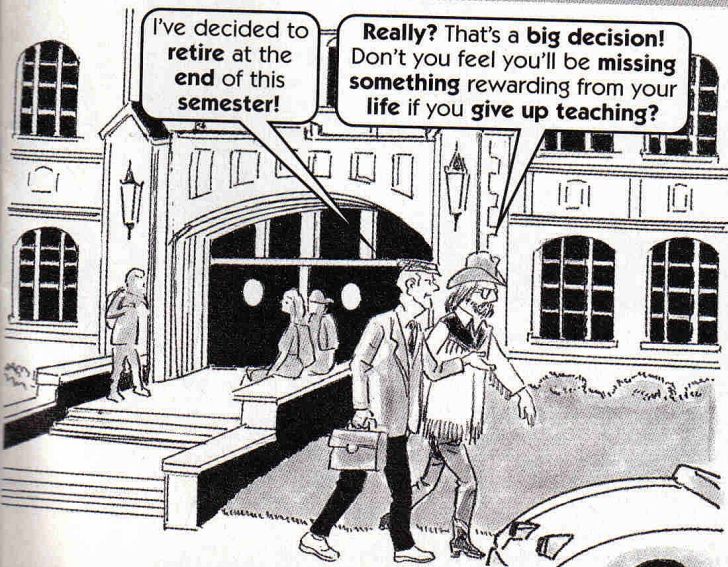
Nah! That kid didn't know a **damn thing** about **psychology**!



TEACHERS

I've decided to **retire** at the **end** of this **semester**!

Really? That's a **big decision**! Don't you feel you'll be **missing something** rewarding from your **life** if you **give up** teaching?



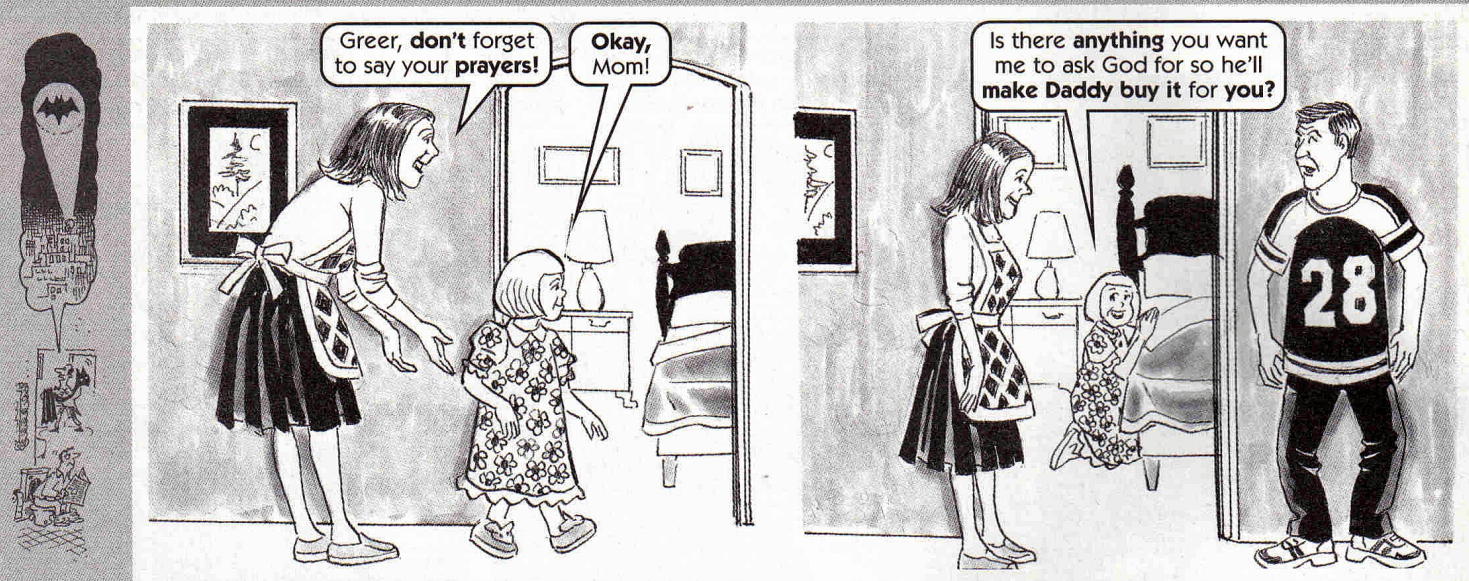
Yes, all those wonderful **summer vacations**!



THE OFFICE



PRAYERS

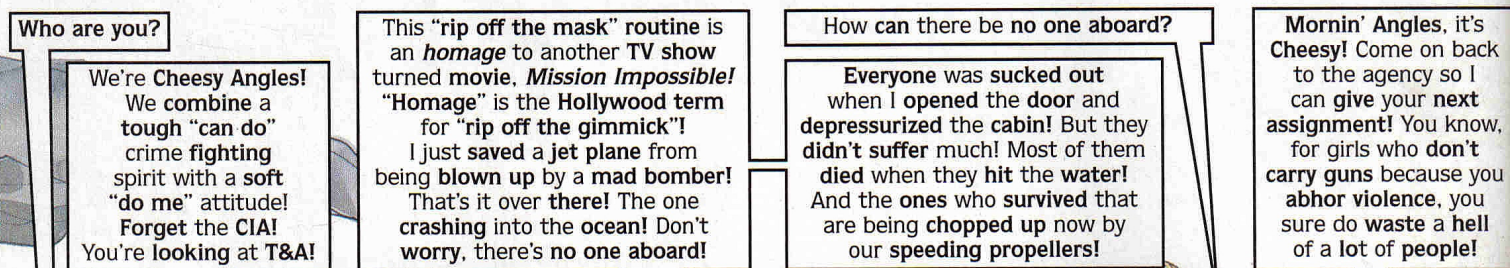
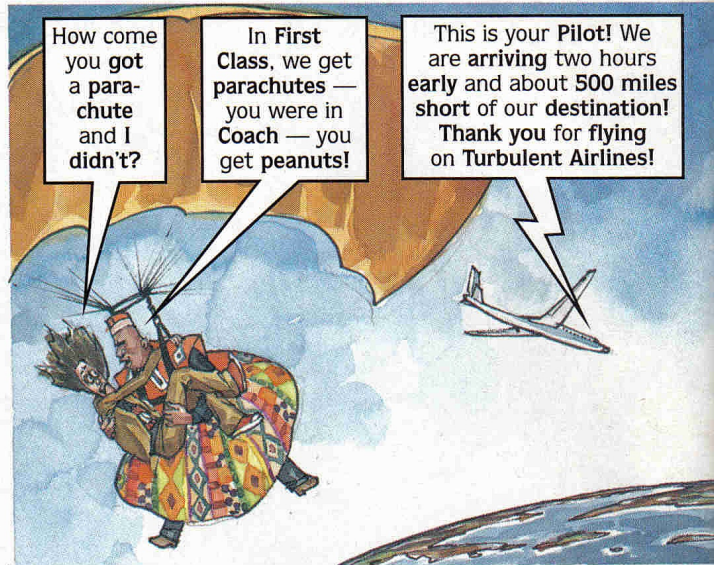


DOCTORS

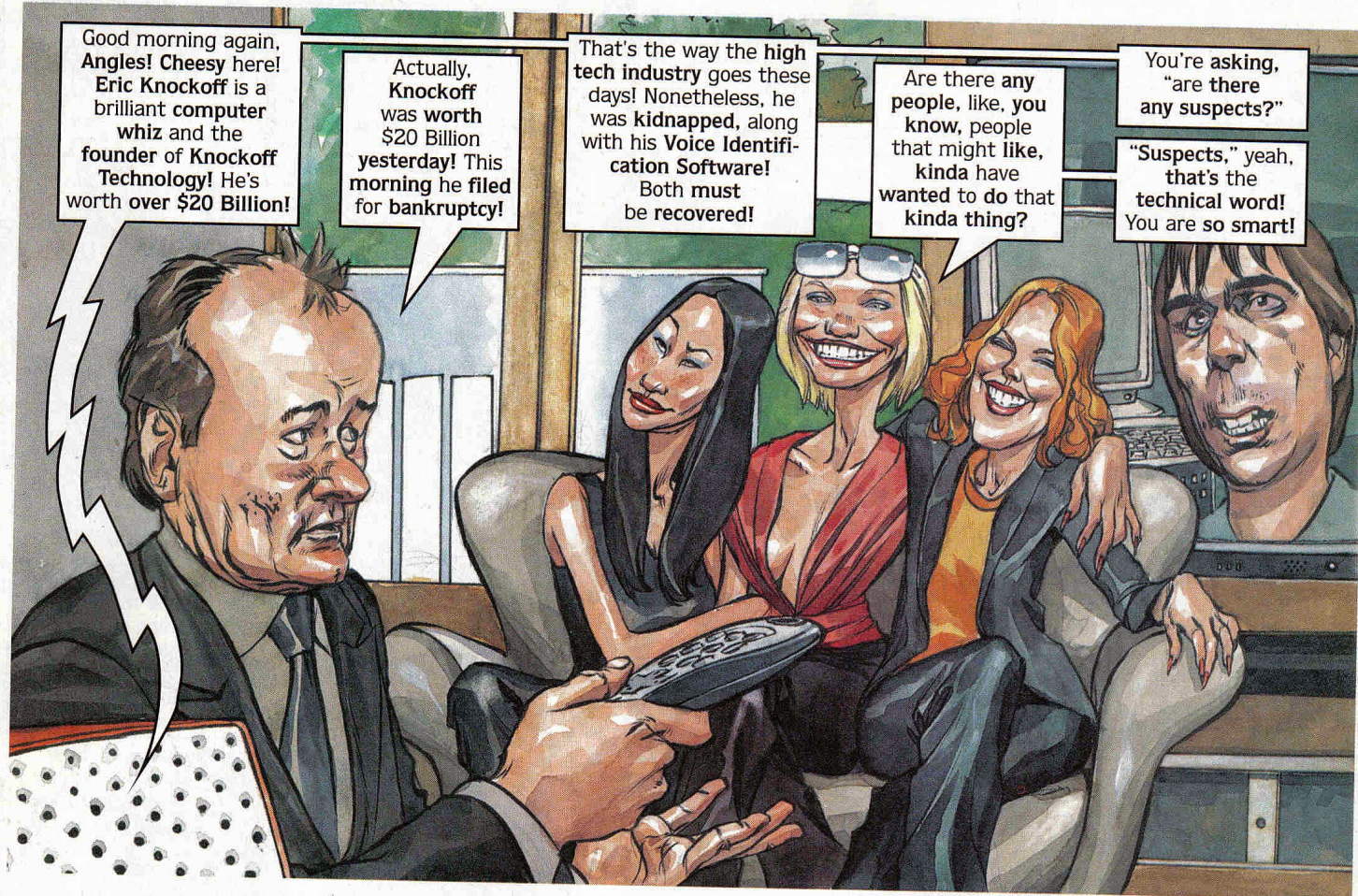




Sick and tired of lame, dull TV shows being re-made into lame, dull films, which are then mocked in lame, dull movie parodies? Hoo-boy, you might want to close the magazine this very second...



CHEESY ANGLES



Good morning again, Angles! Cheesy here! Eric Knockoff is a brilliant computer whiz and the founder of Knockoff Technology! He's worth over \$20 Billion!

Actually, Knockoff was worth \$20 Billion yesterday! This morning he filed for bankruptcy!

That's the way the high tech industry goes these days! Nonetheless, he was kidnapped, along with his Voice Identification Software! Both must be recovered!

Are there any people, like, you know, people that might like, kinda have wanted to do that kinda thing?

You're asking, "are there any suspects?"

"Suspects," yeah, that's the technical word! You are so smart!



Roger Boreman, owner of Red Scar Systems, tried to buy Knockoff Technology, and, oh hell, let's forget the explanations and cut to the sexy and comic possibilities! Boreman gets a weekly massage at Madam Woo's House of Fractured Ribs! A cheesy angle would be for one of you to pretend to be the masseuse and see what you can uncover!

Do you mean like clues...?

No, like a lot of thigh, cleavage and butt!



Do you feel any relief?

Not really!

I've been walking on you for an hour, and you don't feel any relief?

My wife's been walking all over me for 15 years, so an hour more means nothing!

Good work!
You stole
Boreman's
Palm Pilot
during that
hokey
massage
scene,
found out
about his
party,
and
crashed it!

It's bad enough
when people
bring
cell-phones
to parties,
but a
speaker
phone?!

Do you like
blowfish?
You
mean
as
in
"Hootie"?

No, as
in poison!
Are you
afraid of
a slow,
horrible
death?

Not
really!
I took
this
crappy
role,
didn't
I?

Okay,
we
crashed
the
party,
what
do we
do now?

I see a suspicious
guy at ten o'clock!
Ten o'clock!
Where do you
look for ten
o'clock? I've got
a digital watch!

My God, that bad guy
smokes like the bad
guy chain smoker
on the *X-Files*!
It's another one of
our "homages" to
TV shows that
became movies!

That
guy's
hard
to
follow
in
all
this fog!

What
fog?
That's
just
his
ciga-
rette
smoke!

Why did
you sneak
out the
back
door
and
leave the
party?

Because I couldn't stand
the dirty looks from those
"holier than thou" non-
smokers! But I am cutting
back! I'm down to three
cartons a day! I had to! My chest
X-ray showed more holes than
a Florida butterfly ballot!

You scum! If
you hadn't led
us outside, we
could have been
picking up hot
guys at the
party! Take this!

Here's
one of
my famous
slow-
motion
leap
kicks!

This is better than
slow motion! I'm
doing my special
martial arts kick
in print! I can
hang in this MAD
panel forever!

You girls should
thank me! You
were looking for
Eric Knockoff and I
led you right to him!

Oh yeah?
Where is he?

He's
right
behind
one
of
those
three
doors!

You call narrow-
ing down the
search from
anywhere in the
world to three
doors "helpful"?
Kick the scum-
bag some more!

Now that
you're safe,
Mr. Knockoff,
tell us
what's so
important
about your
software!

Every-
one's
voice
has
a
unique
signa-
ture!

You can sign
letters with
your voice?
Like, do you
put the papers
in your mouth
to sign them,
or what?

No, you idiot!
Think of it as
audio DNA! Imagine
if you had someone's
voice print, and a
cell phone hooked
to a GPS! Think
of the danger!





What danger?

Well, when you used your cell phone, the person you called could discover your location!

That's not exactly a "crazed villain dominates the world" scenario!

No, but if you were sleeping with your best friend's boyfriend and you called her from his bedroom, she would know exactly where you were!

My God, it *is* a "crazed villain dominates the world" scenario!

Distract the chauffeur of Red Scar's President and learn where the stolen software is hidden!

This car has the easiest power steering I've ever seen!

I can turn the steering wheel with my tongue!

Hot! Let me show you the stick shift and see how your tongue works on that!

What makes you say that?

The stolen software is in this safe at Red Scar! In order to enter, two people must have a fingerprint check and a retinal scan at the exact same moment!

A retinal scan! You mean of my butt?

Not "rectal"! RETINAL scan! The eye! But, maybe we can arrange the other for the DVD director's cut version!

Amazing, Angles! You pretended to be an unconvincing German street band to snap pictures and get eye scans to fool the security system! Then you became belly dancers so you could get fingerprints! Next time though, I'd keep Bossy out of the belly dancer outfit! He doesn't look good in men's clothes...in woman's clothes, it's barf time!

You're inside the high security Red Scar vault! The bogus fingerprints and eye scan worked!

We didn't need 'em! There's a window in the vault so I just climbed in! This pressure-sensitive floor would sound an alarm if it detected footsteps, but I totally fooled it by walking on my hands!

I'm glad you came over to see my photo collection!

How come none of the people in your pictures have heads?

It's a silly little thing I do! When people are no longer my friends, I cut their heads off!

If Lorena Bobbitt was working for you, she'd teach you a frightening variation!

Good job recovering the software! Now hand it over, or I'll kill you!

Oh, I get it — this is a set-up! You used us to steal the software for you!

Exactly! It's one of the few plot points in this movie that kinda makes sense!

And what would your partner say if she knew about your semi-clever scam?

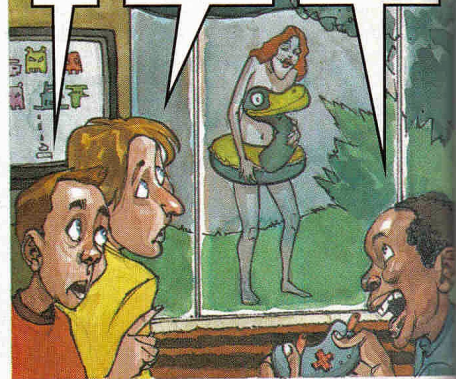
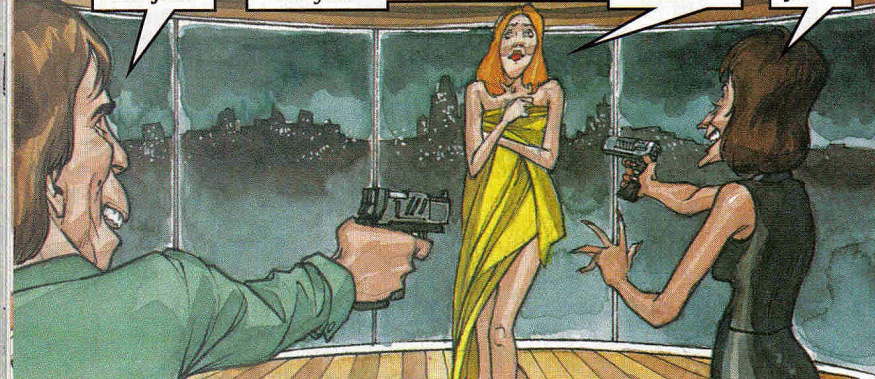
I think she'd say, "This bullet's for you!"

Good thing she's shooting slo-mo bullets! I can make it look like they hit me as I slo-mo dodge them!

Look! A nude girl right at our door!

Damn! Why did it have to be Dilly, the chubby one? The other two are so much hotter!

Are you kidding?! All that baby fat makes her look more like she's our age!



I have a confession: I'm not a bikini waxer — I'm part of an elite group that combats evil!

Too bad! A bikini waxer is a wonderful role model for young girls who want to do good for all mankind!

I know, it was a tough career choice!



Do you think we're a little too self-centered?

What makes you say that?

Somebody was shooting at us, and we just kept talking! I think they were trying to kill me! Well, whoever they were, I'm going to get my friend Ally McBeal to sue them!

You do that — but I'm outta here! You're way too dangerous to be around! I'm going to hang out with my friends at Central Perk!



Oh no! Someone wired our office with a bomb!

Call me suspicious, but I think someone is out to get us!

We spend so much time in the air being blown up and firing off our whirling kicks, we should get frequent flier mileage!



What luck! Everything blew up in the explosion except the speaker-phone!

Angles! It's Bossy! I've been kidnapped! Come find me!

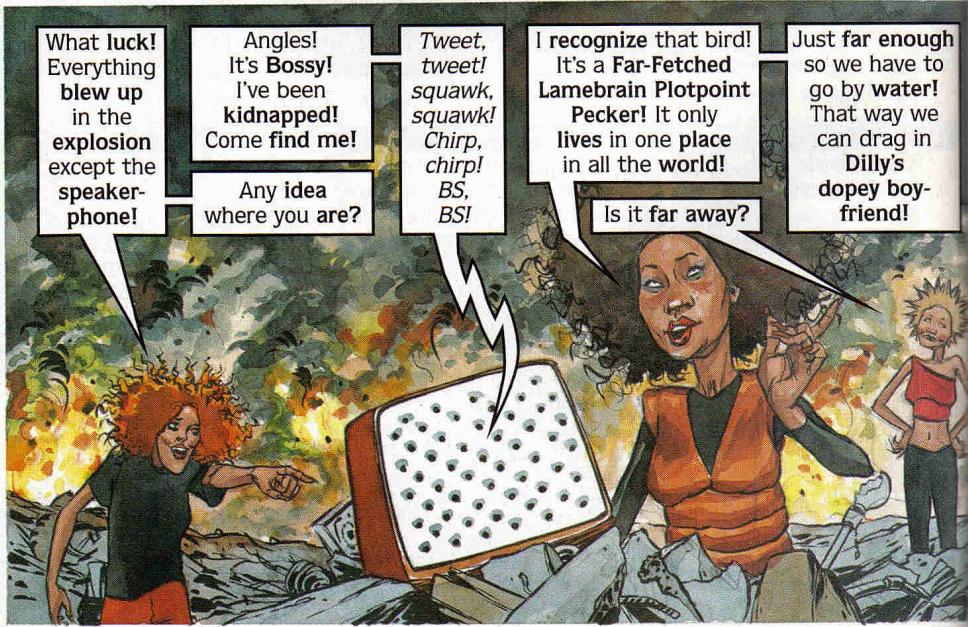
Any idea where you are?

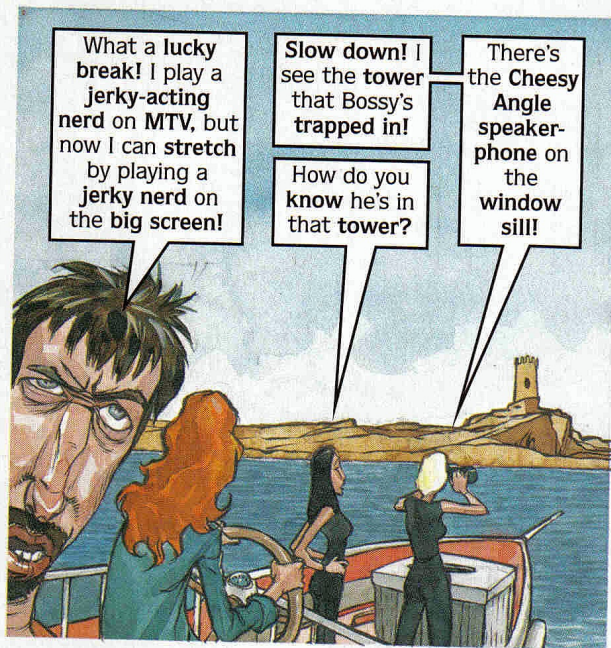
Tweet, tweet! squawk, squawk! Chirp, chirp! BS, BS!

I recognize that bird! It's a Far-Fetched Lamebrain Plotpoint Pecker! It only lives in one place in all the world!

Is it far away?

Just far enough so we have to go by water! That way we can drag in Dilly's dopey boy-friend!



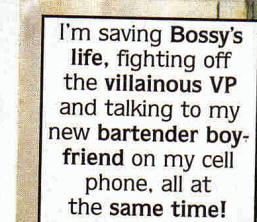


What a lucky break! I play a jerky-acting nerd on MTV, but now I can stretch by playing a jerky nerd on the big screen!

Slow down! I see the tower that Bossy's trapped in!

How do you know he's in that tower?

There's the Cheesy Angle speaker-phone on the window sill!

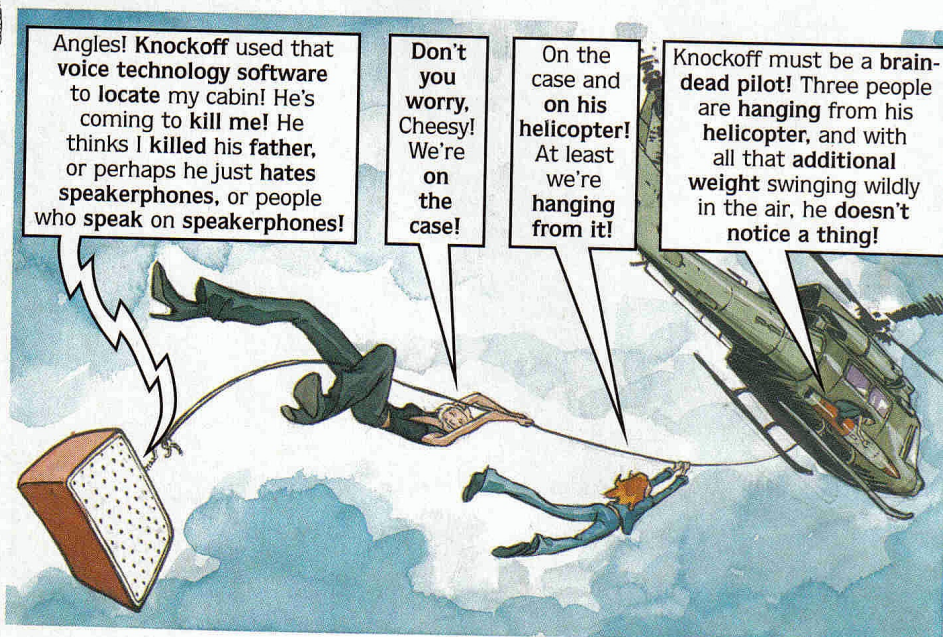
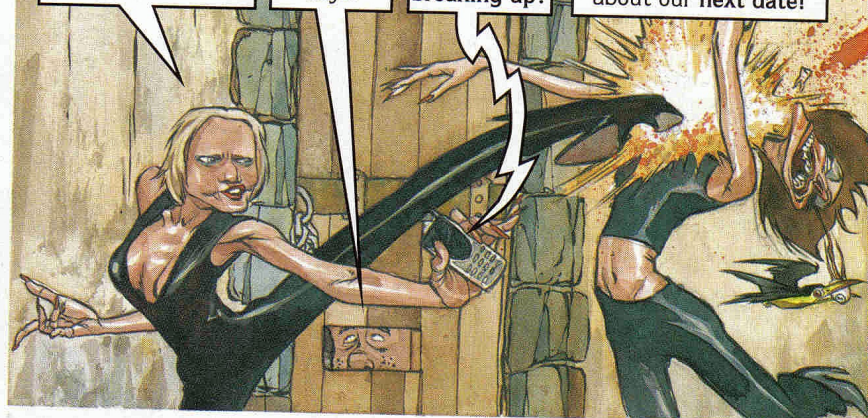


I'm saving Bossy's life, fighting off the villainous VP and talking to my new bartender boyfriend on my cell phone, all at the same time!

Good work! Multi-tasking is what it's all about these days!

I'd love to see you again, Naughty! Er, is the signal breaking up?

The signal's fine, you're hearing some bones breaking up! Let me just finish ripping off an arm, a leg and a head, and then we can talk lovey-dovey about our next date!



Angles! Knockoff used that voice technology software to locate my cabin! He's coming to kill me! He thinks I killed his father, or perhaps he just hates speakerphones, or people who speak on speakerphones!

Don't you worry, Cheesy! We're on the case!

On the case and on his helicopter! At least we're hanging from it!

Knockoff must be a brain-dead pilot! Three people are hanging from his helicopter, and with all that additional weight swinging wildly in the air, he doesn't notice a thing!



What's that?

Another improbable mission carried out by the non-violent Angles!

"Non-violent"? They just blew up a helicopter which will probably kill another bunch of people when that fireball comes back to earth!



Good work, Angles! I'd like to be there to congratulate you in person, but I prefer to keep my identity a secret!

Cheesy, why do you keep your identity a secret? What possible difference could it make to anyone if we see your face!

In all the years Cheesy Angles was on the air, no one ever asked that! I don't have a clue!



What's going on? A Cheesy Angles adventure always ends happy, with all of us on the beach! What are you Angles doing here in court?

Suing to protect the memory of a beloved old TV series that was wrecked for the big screen!

It's too late to stop this first one...

...but we're here to make sure there are no more! Even if it takes a ton of violence to do it!

WHAT MAJOR CHALLENGE IS CONFRONTING MANY OF TODAY'S TEENS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Teenagers confront many overwhelming issues. Peer pressure forces them to prove that they are mature and ready to enter adulthood. To find out what major challenge many are confronted with, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"



SNIVELING INSECURELY, MANY TEENS DREAM OF BREAKING INTO PLACES WHERE THEY DON'T BELONG. THEY'RE FOREVER TRYING TO BEHAVE AND ACT GROWNUP. RATIONAL THOUGHT IS BEYOND THEM. THEIR ILL-FATED MOVES INTOADULT WORLDS ARE WORTHLESS ACTIVITIES